

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXVIII. NEW YORK, MARCH 26, 1902. No. 13.

Sunday Advertising.

Two years ago, the Philadelphia RECORD was printing a 16-page Sunday paper, price 2 cents. The size was increased to 20 pages, and on March 2d again increased to 24 pages. Our five sextuple presses now enable us to print these 24 pages all in one section, and the price has not been raised.

The Sunday RECORD's circulation of 165,000 is the largest in Philadelphia.

The advertising rate is 25 cents per line, subject to contract discounts.

2½	per cent	on 13	insertions	or	2,500	lines
5	"	"	"	26	"	5,000 "
7½	"	"	"	39	"	7,500 "
10	"	"	"	52	"	10,000 "

The daily RECORD's circulation is about 185,000.

New York,
185 World Building.

Advertising Manager,
Philadelphia.

Chicago,
1210 Boyce Building.

MORE MONEY

per capita is distributed in wages in the vicinity of

BIRMINGHAM, ALA.

than in any city of the South, the factories and railway companies alone paying out *thirty million dollars annually*. The people of this community all have money, and are a class of liberal spenders.

The Birmingham Daily News

reaches them thoroughly, having more readers in its county than all the other daily papers combined. It makes a detailed statement of

13,000 Sworn Daily Circulation

which is the largest in the State of Alabama. If you have

**Anything Prosperous People
Want the NEWS Will Sell It.**

Advertising rates on request.

THE J. E. VAN DOREN SPECIAL AGENCY,

MANAGERS FOREIGN ADVERTISING DEPARTMENT,

1103-1105 Boyce Building,
CHICAGO.

407-410 Temple Court,
NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXVIII.

NEW YORK, MARCH 26, 1902.

No. 13.

THE NEW YORK SPORTSMEN'S SHOW.

ITS ADVANTAGES AS AN ADVERTISING MEDIUM—INTERESTING DATA GATHERED BY A REPORTER OF THE LITTLE SCHOOLMASTER.

The very best advertising medium for reaching the sportsman is the sportsman himself. He is an enthusiast, continually on the lookout for novelties. When he finds an improved gun or a new hunting locality he tells his friends. He is intelligent, practical and discriminating, and must be convinced before he convinces others, but he quickly sees the merits of whatever is put before him.

The New York Sportsmen's Show, held annually at Madison Square Garden, brings lovers of outdoor sport together from many parts of the United States and Canada, and affords exceptional opportunities for actual demonstration of things that appeal to them. It is held under the auspices of the National Sportsmen's Association, an organization which protects game, forests and song birds, and promotes social intercourse among its members. The eighth annual exhibition, held from March 5 to 19, under the management of Capt. J. A. H. Dressel, was most successful from the standpoints of exhibits and attendance, while the makers of arms, ammunition, camp equipment and sporting goods who took space to display their wares were practically unanimous in their satisfaction at results attained.

The Marble Safety Axe Co., of Gladstone, Mich., had an exhibition of small novelties on the upper floor. This company began business by advertising a pocket axe in sportsmen's journals. A waterproof match box, a hunting

compass and several other articles have since been added to their list of things which find favor with outdoor folks, and the company's advertising outlay has materially increased. Mr. W. L. Marble made some interesting comparisons between the advertising value of space at the Sportsmen's Show and in sportsmen's and general mediums:

"I perfected our safety pocket axe about three years ago and began advertising it in a small way in such mediums as *Recreation* and *Field and Stream*, using eighth-page displays at the outset. It is a good tool, and makes its way wherever we introduce it. We had success with these mediums, and gradually went into others, increasing our space from time to time. We now use whole pages in some of them. About a year and a half ago we went into some of the general mediums—monthlies—in an experimental way, but we found that returns were not proportionately as great as those from the journals which go to sportsmen, considering the higher rates. Our goods are sold through dealers, and we have built up a fine mail order business by advertising, so that I am competent to make comparisons. I want to say that the results which we have attained through our exhibit here make it the cheapest and best advertising space we have ever used. This is our third year, and the returns have been simply immense. Space costs us \$120 for the entire two weeks, and with printing, transportation, time and other expenses the whole exhibit costs about \$400. This will not buy much space in high-class magazines, nor will it go far in circular advertising. Now, we give out about 17,000 folders here in the

two weeks, and every single one goes into the hands of somebody who is interested in our novelties. We could hand out many more, but are careful, and do not waste them. To mail that many pieces of matter would cost fully \$300 or \$400, and each single piece would have to take its chances of finding a sympathetic reader. This distribution is worth at least \$15 a day to us, to say nothing of sales. If one folder in the hundred brings in an order it is highly profitable advertising. Months after the last two shows were over we received letters from people who had attended them and who mentioned the fact. The first object in all advertising is to put the goods before the people who will buy them, and the Sportsmen's Show accomplishes this object better than any medium we use. We are a new concern, and not very wealthy. You may be sure that we would not be here the third time if it did not pay. We also exhibit at the Boston and Chicago shows through our agents in those cities, and both give good results."

The exhibit of "Three in One Oil" occupied a somewhat larger space than that of the Marble Company, and cost, including sample bottles distributed, about \$500. Mr. Charles E. Hunt, in charge, said: "We gave away thousands of small sample bottles at the show last year, and we have had convincing proof that the distribution was eminently good advertising. We had nothing smaller than the twenty-five cent bottle for sale then, but this year we prepared a ten-cent trial size which we sell to those who asked for another sample. Hundreds of people came prepared to lay in a supply of the tiny sample bottles. One boy said that his father had secured a dozen at the last show, and wanted enough to last him through another twelve months. Our sales here have been very satisfactory, and the show furnishes a profitable method of advertising and introducing the oil."

Hotel interests were very slenderly represented at this year's show. But one Maine hotel had

facilities for giving out literature. There were camps of guides, however—twenty from Maine and fifty from the Adirondacks—and these exhibits served as a strong general attraction for the whole hunting and fishing regions. Mr. G. M. Gray, of Bangor, Me., who has been a guide for sixteen years, said: "This is my second year at the show, but I have seen its results in the woods and towns up our way. It helps every railroad and hotel in our State, for it is attended by sportsmen from everywhere, and I meet practically all of the men whom I have guided for years past."

Mr. Fred C. N. Park was in charge of an exhibit of mounted game which he had collected for this especial purpose on behalf of the Newfoundland Government. "Newfoundland is a country rich in game, big and small," he said. "This is the first time that the Government has made an effort to set its hunting grounds before the sportsmen who come to the New York show. I collected these specimens by special permission of the Government, and have succeeded in interesting many people in the attractions that Newfoundland has to offer to men who can wield a gun or rod. The open season is a very long one, beginning in September and ending in February, and the only restrictions upon the hunter are permits to export game. These cost \$40, \$50 and \$80, according to amount of game taken out of the country. The opportunity of meeting lovers of outdoor sport and talking with them in person is the very best sort of advertising for hunting and fishing resorts."

The Hyde Exploring Expedition, 40th street and Sixth avenue, New York, had a large room filled with Navajo blankets, pottery, bead work and Indian curios, collected at its trading posts in New Mexico. It takes its odd name from its original organization as an expedition to explore Pueblo villages and cliff dwellings. Mr. T. F. Barnes, in charge, said: "The Sportsmen's Show gives us priceless opportunities for show-

Convincing
advertising in

THE SUN

makes
customers.
It is certainly
worth a trial.

Address
THE SUN, NEW YORK.

ing our goods to people who can appreciate and purchase them. In the two weeks that it is held we receive visits from members of all the best families of New York and the East. It brings us not only the moneyed classes, who are desirable, but the intelligent classes, who are far more so. Few people really know what a Navajo blanket is until its wonders have been explained to them. Demonstration is everything."

Doubleday, Page & Co. had an attractive exhibit of books upon game, hunting, insects, birds, wild animals and nature study, and their booth was decorated with original drawings and photographs used in the *World's Work* and *Country Life in America*. Mr. C. N. Rogers said that cash sales of their new Nature Library and subscriptions to their two monthlies practically paid the expenses of the exhibit. C. D. Durkee & Co., the South street dealers in yacht fittings, blocks and hardware, were thoroughly pleased with the results of their exhibit, the first that they had ever made at the show, with the exception of a small, crude display last year. Their efforts were directed wholly to bringing their goods to the notice of yachtsmen, and no attempt at selling was made. The Seigel-Cooper Company's exhibit of launches and bicycles was notable for its illumination, and the man-

ager said it had proved thoroughly successful.

Other exhibitors were:

Remington Arms Co., New York; J. Stevens Arms & Tool Co., Chicopee Falls, Mass.; Savage Arms Co., Utica, New York; Lefever Arms Co., Syracuse, New York; Bridgeport Gun Implement Co., New York; Peters Cartridge Co., Cincinnati, Ohio; Union Metallic Cartridge Co., New York; Leroy Shot & Lead Works, New York; Markie Lead Works, St. Louis; U. S. Long Distance Auto Co., Jersey City; Lozier Motor Co., Plattsburg, N. Y.; Church Motor & Launch Co., New York; Motor Vehicle Power Co., Philadelphia; Robertson & Old Town Canoe Co., Old Town, Me.; Racine Boat Manufacturing Co., Racine, Wis.; Truscott Boat Manufacturing Co., St. Joseph, Mich.; Norwalk Launch Co., Norwalk, Conn.; Buffalo Gas Engine Co., Brooklyn; Western Gas Engine Co., New York; Norwalk Brass Co., Norwalk, Conn.; C. G. Gunther's Sons, New York; Dewar Scotch Whiskey, New York; Tatham Bros., New York; M. Abbott Frazar, Boston; Peloubet Manufacturing Co., New York; Sagamore Hotel, New York; Rangeley Lake House, Rangeley, Me.; D. T. Abercrombie & Co., New York; Pneumatic Mattress & Cushion Co., New York; W. L. Steward, Munson, Me.; John C. Hopkins & Co., New York; John Murgatroyd, New York; Watchung Spring Water Co., Plainfield, N. J.; S. L. Crosby Co., Bangor, Me.; Fred Sauter, New York; George N. McKibbin, New York.

JAS. H. COLLINS.

OLD SOL, TRAVELLING SALESMAN.

If a storekeeper occupies a whole building, a skylight is an excellent thing, even if it takes up space that he imagines should be filled with goods. Sunlight sells more goods than electric lights.—*Merchants' Guide, Phila.*

NEW YORK, March 10, 1902.

TO WHOM IT MAY CONCERN:

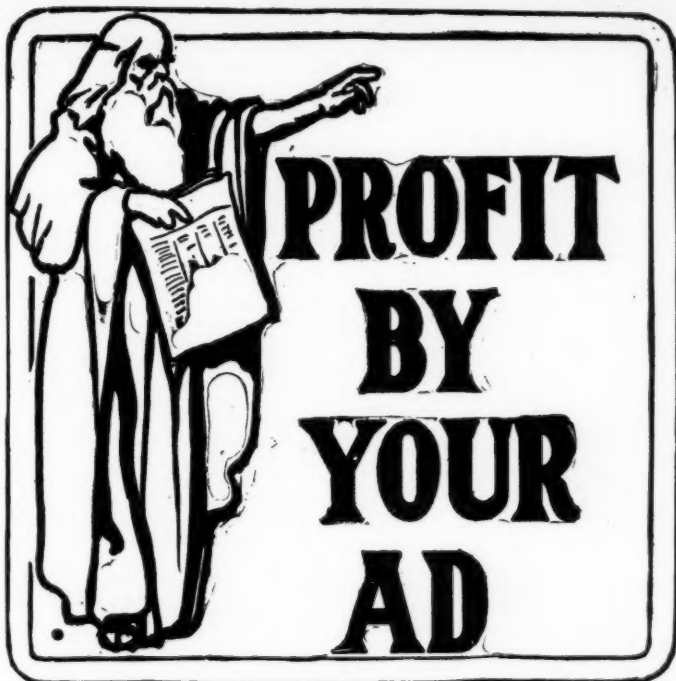
By authority of New York Typographical Union No. 6, giving full power to its officers and Executive Committee to make a settlement with the New York "Sun," the Officers of the Union hereby report that a satisfactory settlement has been made, and has been approved by the Executive Committee of the Union.

J. F. Healy

Secretary-Treasurer.

M. G. Scott

President.



Heed experiences and avoid experiments. Place your ad where you can make profits.

The Minneapolis Journal

always makes profits for its advertisers. The month of February, 1902, was 238 columns ahead of February, 1901.

The JOURNAL carried almost double the advertising of its evening competitor in February.

**Figures for
Comparison.**

{	JOURNAL	-	-	-	-	Columns. 1,167
	TRIBUNE, DAILY	-	-	-	-	626

Foreign Advertising Department.

C. J. BILLSON, Manager.

New York Office, " " 86, 87, 88 Tribune Building.
Chicago Office, " 307 & 308 Stock Exchange Building.

NEW YORK'S MUNICIPAL ADVERTISING "EXPERT."

The City of Greater New York has decided that it needs an advertising "expert" who can handle its publicity along modern lines.

New York's municipal government ranks with the largest general advertisers in the United States. It is continually announcing sales of public property and giving notice of improvements, bond issues, taxes and other matters of interest to the public. Last year its appropriation was \$180,000, but it used \$200,000 worth of space. This year's appropriation is \$150,000 for "advertising and arrearages," and will probably be greatly exceeded. In addition to this annual appropriation there is a specific annual contract for the Borough of Brooklyn, amounting to \$100,000, divided among five papers.

With the beginning of Mayor Seth Low's administration, on January 1, a general house-cleaning of city departments was entered upon. Modern methods of doing business were substituted for Tammany's lack of method, and the city advertising was among the first things remodelled. Under former administrations each department of the municipal government attended to writing and placing its own publicity, but the new administration saw wisdom in putting the whole matter into the hands of one official. This official, to be known as the City Advertising "Expert," is to be appointed by the Municipal Civil Service Commission, and will perform his duties in the Bureau of the *City Record*, a daily paper published by the city and containing from 4 to 130 pages of official minutes and advertisements. The Commission held an examination in February, and candidates were required to answer questions relating to advertising, advertising mediums, printing and other details. The appointment has not yet been made, nor have the questions used in the examination been made public. They ought to have considerable interest for advertising men.

"The title of 'expert' is merely a name for this functionary," said the Supervisor of the *City Record*. "It was originated by the Civil Service Commission, and carries no special significance. What we need here is a man who knows how to write and condense matter. This will be but a part of his work, however, for he must know the details of printing and stationery. The affairs of the *City Record* office are in a wretched tangle, and will have to be conducted upon an entirely new system. The Commissioner of Accounts has just finished an investigation, and in his report to the Mayor he said that the bookkeeping done in this office during the past three years was as primitive as that of a country storekeeper. I think that an apology is due the country storekeeper. No ledger has been kept, nor any individual accounts with contractors or dealers. It is impossible to learn how money has been spent or to check up the arrears of nearly \$237,000. It will be necessary to write a new set of books for 1899, 1900 and 1901. I worked until three o'clock this morning upon a system for checking the advertising of each item of public business. The municipal advertising is a vast affair, and goes into many different mediums. We use dailies, weeklies, financial journals and other periodicals. Each item of public business is placed in the mediums that will bring the best results, just as the advertising of a business house is done. In giving notice of local improvements we sometimes used thirty or forty papers, and for other purposes we take space in nearly one hundred. Very little consideration is given to the matter of circulation, as we use the principal mediums in each field. The appointment has not yet been made. The place will probably carry a salary of \$1,800."

THERE is one party who is always satisfied with the results of special programme advertising—but it's not the advertiser.—*White's Sayings.*

A LARGE advertising space is no more valuable than a small one until it is filled—whether it is then or not depends largely on the filling.—*White's Sayings.*

The Evening Wisconsin

MILWAUKEE.

Increased Advertising in THE EVENING WISCONSIN

For the twelve months of 1901.

	1900.	1901.
	Columns.	Columns.
1st Week,	122	151
2d "	149	180
3d "	136	174
4th "	140	167
5th "	137	154
6th "	148	172
7th "	150	173
8th "	173	163
9th "	162	192
10th "	177	200
11th "	168	220
12th "	180	230
13th "	246	293
14th "	216	244
15th "	197	234
16th "	167	217
17th "	232	247
18th "	200	220
19th "	193	234
20th "	170	223
21st "	182	219
22d "	177	204
23d "	185	191
24th "	176	193
25th "	172	191
26th "	167	183
27th "	118	135
28th "	139	144
29th "	136	152
30th "	121	151
31st "	110	134
32d "	121	158
33d "	128	144
34th "	146	134
35th "	167	149
36th "	171	169
37th "	184	195
38th "	187	174
39th "	215	189
40th "	207	190
41st "	194	220
42d "	197	252
43d "	224	208
44th "	202	199
45th "	210	246
46th "	229	242
47th "	239	258
48th "	244	247
49th "	239	271
50th "	269	299
51st "	262	309
52d "	132	146
	9,313	10,384
Columns Increase,		1,071

INCREASED ADVERTISING IN

THE Evening Wisconsin

For the first two
months of 1902.

	1901.	1902.
	Columns.	Columns.
1st Week	151	149
2d "	180	200
3d "	174	195
4th "	167	203
5th "	154	193
6th "	172	196
7th "	173	202
8th "	163	214
9th "	192	241
	1,526	1,793

Columns Increase, 267

"A man is best known by his neighbors," and it is equally true that a newspaper is best known by the people of the city in which it is published.

The Milwaukee EVENING WISCONSIN may be pardoned for being proud of the fact that it is used by all advertisers in the city of Milwaukee who do any general advertising. This is the estimate of the WISCONSIN by the business community of Milwaukee.

UNCONSCIOUS CEREBRATION.

The advertising that is continuous; that pegs away in season and out of season; that never "lets up" at any time, but keeps on hammering away with an insistence, must "win out," no matter what it may have to contend with, and despite obstacles of any nature. It is not within the possibilities that such a campaign will fail, if the object so advertised has but ordinary merit. All this has been recognized as one of the first principles of advertising, and it has been said almost more frequently than any other advertising axiom.

But one reason for this success has been comparatively little commented upon. Advertising of this kind takes advantage of one phase of the human mental make-up which is rarely defined. This is the fact that the advertising in question often makes a clear and lasting impression, without the recognition that it has even been noticed. It is hard to define the process by which such continuous knocking at the door of the mind makes its way to success, yet leaves us without the knowledge even that there has been such knocking. Those upon whom the impression has been made—and that means very nearly everybody, with one object or another, at one time or another, fail generally to notice that an impression has been made, so insignificant does the whole matter seem to be.

For want of a better name some have used the term "unconscious cerebration" in describing the process. To the lay mind this seems a thoroughly satisfactory term—indeed, a very felicitous one. An illustration is the best method of exemplifying the matter.

Let us suppose your wife to say to you some morning just as you are on the point of starting off for your office, your thoughts meanwhile more or less immersed on your business, "John, the rats down in the cellar are getting to be a pretty bad nuisance. I wish you would try to remember not to forget to buy a good trap on your way home." Your natural reply

will be, "Hang it! What do I know about rat traps. I never bought one in my life."

You were perfectly sincere when you said you did not know anything about rat traps. And before you have gone very far you've forgotten all about the matter. It may not come back to your mind for hours, but perhaps just as you are starting for home at the end of work you recall the commission. And simultaneously, like a ray of light on a dark spot, you suddenly exclaim, "Simmon's Sure-to-Catch-'em Rat-traps." So on your way home you stop at a hardware store, and stepping up to the counter in a confused tone you ask for just that article, secure it and bring it to your wife easy in your mind that you have in every way done the proper thing. If your wife in the morning asked you to bring a foot-warmer or a carpet-sweeper home you might feel yourself in the same predicament, yet find the same solution.

There was no magic about the fact that at the moment that you required the rat-trap the name of that special one came to your mind. You had seen the name a great number of times. It had become engraved on the tablets of your memory without an effort, and almost without consciousness. Hundreds of facts lies fallow in every mind, even the least orderly. Some of them may never come to the surface because there will be no call for them. Few of them will have been forgotten if the occasion for them arises. This is one of the fundamental principles which perhaps few advertisers bank on, but which no doubt the wisest of them have in consideration at all times.

KNOCK.

Printer—How many copies of that book do you want me to print?

Publisher—Let's see. We are advertising advance orders for one hundred thousand, aren't we?

"Yes."

"Well, print six hundred. Let's see how it goes."—*Estray.*

THE best way to get ahead of the other fellow is to advertise oftener and better—and pay better attention to your business.—*White's Sayings.*

Want Advertising

.. IN ..

Cleveland Newspapers

The number of lines of want or classified advertising carried by the four Cleveland newspapers in the months of February, 1902, and February, 1901, was as follows:

	1902	1901
Cleveland Plain Dealer	70,740 lines	53,130 lines
Cleveland Press.....	53,018 lines	37,814 lines
Cleveland Leader.....	44,002 lines	38,346 lines
Cleveland World.....	31,472 lines	16,870 lines

The PLAIN DEALER's lead in February, 1902, over the *Press* was 17,722 lines, over the *Leader*, 26,738 lines, over the *World* 39,268 lines.

THE FARMER AND PRINTERS' INK.

Only a generation ago the term farmer was symbolic of fogginess; methods and dress were alike antiquated, the latter a direct result of financial depression induced by the former. To-day the farmer is one of the most independent, prosperous and happy people of the great middle class, and the more wealthy are fast joining his ranks.

Journalism has had much to do with the rapid progress in agricultural lines. Interchange of experience, study of the soils and their products from a scientific point of view, have revolutionized farming and made possible the increase of profits despite the loss of pristine fertility of soil. Brain is everywhere replacing brawn. But at no single point is this so sharply focussed as in the line of advertising. A decade ago agricultural advertising was in its infancy, practically unknown to the vast majority of farmers. They scanned the columns of their paper for bargains in dry goods or groceries, oblivious to the existence of reciprocity; that through the same medium they could give to the public an inventory of their wares never occurred to them. Yet this new-made bond of mutual profit is destined in the near future to bind firmly the North and South, the East and West.

There is not a single farm product which does not frequently glut the local market; neither is there one which could not always find a fair price in some locality. The mission of advertising is to place buyer and seller in communication. Maple syrup, honey, seeds, grains, even the most perishable fruits may now, through the help of cold storage, eventually reach distant customers at profitable prices.

In live stock the trouble is still more apparent. To illustrate, two instances come to mind, the principals in which lived more than a hundred miles apart and in entirely different surroundings; yet their difficulties were similar, showing human nature to be about the same wherever we go.

One went into fancy poultry in a business-like way save in one thing—he did not advertise. Time passed and his flock increased. Yet he made no sales. The community had no use for such high-priced birds. At last he became discouraged and sold his stock for what he could get, deciding that the business was unprofitable.

The second man invested in two pigs, which cost him, including freight, just \$70. His neighbors, though not doubting his veracity on ordinary matters, were a little incredulous at the genuineness of the figures until his check came back and verified them. Doubtless they all recalled the story of the "fool and his money." But they did not stop at this. High-priced pigs they did not want and would not have, and they at once banded together with the determination to "freeze out" Mr. Progressive. He had bought expecting to sell to his neighbors. They would show him that he could come down to respectable figures.

He asked \$8 apiece for each of his first litter, a very reasonable price for pure bred animals. But this was quite different from \$5 a pair, the price to which they had been accustomed to pay for scrubs. He sold no pigs. By and by the story leaked out that he was going to advertise them. This was an unlooked-for feature. The result was that the other party came to terms, for they really wanted the pigs. The next year his price was raised to \$12, and he could not supply the demand at that. Had he not absolutely refused to cut prices he would still be selling at the low rates. To the potentiality of printers' ink, even though not actually called in to use, he owes his victory.

SINCE mail order publications have begun making it easier for people living in remote places to obtain whatever they may desire, without going away from home, it would not be strange if villagers and dwellers in country towns will find that the columns of these papers are just as safe to order from.

Sixteen and One!
Easy to Remember.

NEWARK

N. J.

is the **SIXTEENTH** city of
the country. The

Newark EVENING **News**
SUNDAY

is the **ONE** paper to use.

Newark's population is over 250,000.
The net daily circulation of the
NEWS is over 48,000.

If an advertiser wants to make a success
in Newark — there's no way of getting around
it — he *must* use the **NEWS**. It is not abso-
lutely necessary that you take our word for it.
Get the facts for yourself.

M. Lee Starke

MANAGER GENERAL ADVERTISING

Tribune Building
NEW YORK

Boyce Building
CHICAGO, ILL.

SUPPOSED TO BE PROPHETICAL.

Marconi's latest success—sending to and receiving messages from mid-ocean—makes easily possible in the near future the ocean newspaper, published on board and containing the day's news from both hemispheres. The circulation would not be great, but with the crack liners it would be select, so quality might make up for quantity. The price might easily be 25 cents or more per copy, and yet a good sale would be assured, for the one craving of intelligent people on an ocean voyage is for news. The last newspaper "extra" received before sailing is read and re-read and handed round to other passengers.

It is safely within the lines of reasonable prediction that before long—thanks to Marconi's discoveries—every ocean liner of importance will be able to publish its own daily paper with extra editions as the news calls for them. Most of the ocean flyers now carry their own printing plant, but at present they are small ones. They will never need to be large ones, as the necessarily restricted circulations will not call for large presses or a large storage of paper. But, with the certainty of being able to get news from all over the outside world, the existence of such daily papers would seem to be an assured thing.

As to its ownership, that is a subject that will bear discussion. It would be an excellent idea, considered from a charitable rather than a commercial standpoint, to let all actual profits of the paper be divided between the seamen's homes on either side, as are the receipts of the ocean concerts at present. This would provide a very good revenue for these institutions, and, by selling the paper at a uniform price, give all an equal chance to exercise their charity.

If the ocean daily were to be published as a money making scheme, it might not be so successful. Unquestionably it would be owned by the steamship company, and presumably published for the convenience and comfort

of the passengers. Unless the proceeds of sales were understood to be devoted to charity the number of copies sold would be small, for the reason that a dozen would be sufficient to hand around and be read by every passenger during the day. But if the subscription money was for the objects above named almost every passenger would buy a copy daily and keep them as souvenirs of the trip.

The advertising end of such papers ought to be at least as well patronized as the theatrical programmes are to-day, although, of course, the "circulation" would not change daily, as in the case of theaters. But the quality of the circulation would be excellent for the use of English and continental hotel and shopkeepers on the Eastern trip, and for American advertisers on the westward trip. Railroads and hotels, theaters, etc., would certainly find these ocean dailies of service to them.

It is an advertising medium of the future. Behind it, it is not difficult to see "Ocean Advertising Agencies" on each side of the Atlantic, "change of ad" sent to mid-ocean by wireless telegraph, "stop orders" for certain spaces reaching the advertising manager of the paper in "longitude 45, latitude 31," and renewal contracts striking the vessel from its land solicitors all through the voyage. Jules Verne wrote a whole lot of what was supposed to be "visionary stuff" in his time, but some of it has come true since it was written.



A STYLE THAT'S ALL THEIR OWN.

From a statement compiled by the Cleveland *Plain Dealer*, the following figures are taken showing the number of lines of local display advertising carried in the four English papers of Cleveland for the month of January, 1902, compared with January, 1901 :

	1902	1901
Cleveland Press.....	196,275 lines	156,150 lines
Cleveland Plain Dealer....	147,675 lines	147,600 lines
Cleveland Leader	106,650 lines	77,100 lines
Cleveland World	85,800 lines	91,500 lines

As will be noted, the Cleveland *Press* carried more local display advertising than any other Cleveland paper during the month of January, 1902, which is remarkable when it is considered that the Cleveland *Press* is only published six days a week while all the other Cleveland papers publish seven.

In January, the Cleveland *Press*' lead over the other Cleveland papers in local advertising was: Over *Plain Dealer* 48,600 lines; over *Leader* 89,625 lines; over *World* 110,475 lines.

It might be well to add that the circulation of the Cleveland *Press* is more than double that of any other daily newspaper published in the city of Cleveland. The *Press* is one of the successful newspapers of the Scripps McRae League.

SOME INTERESTING FIGURES.

The March number of the *World's Work* contains some curious statistics and estimates of the reading matter of the American people, compiled by John Cotton Dana, of the Free Public Library, Newark, N. J. Mr. Dana finds that the total reading population of the United States is about 40,000,000—that is, adults, exclusive of children under fourteen, who “could read if they would.” About 4,500 new books of every sort are published in this country each year, and the total number of copies sold and read is about 10,000,000. Books form but a small part of the reading of the masses, for 10,000,000 volumes is about one book to two families. Newspapers and magazines form the literary *piece de resistance* of the nation, for they are read by the billion. The number of copies of daily, weekly and monthly periodicals published in the United States annually is: Dailies, 2,865,466,000; weeklies, 1,208,190,000; monthlies, 263,452,000; total, 4,337,108,000 copies. Mr. Dana estimates one reader and a half to every copy of these publications, and one hundred copies of periodicals to every possible reader. These are merely averages, however, and he believes that the actual reading public is much narrower than is commonly supposed. The professional and business man reads, if only hastily, between 300 and 1,000 annually, and instead of 40,000,000 people reading 100 periodicals each, there are probably half that number reading twice as many.

For the purpose of estimating the amount of matter upon certain topics that is read each year, he reduced the contents of average periodicals to books the size of “David Harum.” He found that the total bulk of this mass of matter, thus expressed, was 2,002,100,000 copies of the novel, of which 28 per cent, or 560,000,000, was advertising, which goes far to prove the advertiser's assertion that he pays for most of the mass of matter read by the American public. Dry goods, clothing and

department store advertising was represented by 8 per cent, or 159,200,000 copies; personal, marriage, death and employment wanted, 3½ per cent, or 69,600,000 copies; medical, 3 per cent, or 61,200,000; railroad, shipping, telegraph, telephone and hotel, 3 per cent, or 60,000,000; want ads, 3 per cent, or 58,000,000; real estate, lodgings and resorts, 3 per cent, or 56,400,000; financial and stocks, 2½ per cent, or 49,400,000; theater, opera and other entertainments, 1 per cent, or 21,200,000; food and mineral waters, ¾ per cent, or 15,000,000; books, ½ per cent, or 9,000,000; schools, fine arts, etc., ¼ per cent, or 3,900,000; liquors, 1-5 per cent, or 3,200,000. Of the news and other matter, 352,200,000 copies of “David Harum” were devoted to politics and Government matters; 287,400,000 copies to criminal, sensational and trivial affairs; 248,200,000 copies to intellectual, scientific and religious topics; 572,800,000 copies to personal and social affairs; 539,400,000 to business and commerce.

The following table of circulations shows the scope and influence of the various kinds of periodicals:

Daily Circulation.	Dailies.	Weeklies.	Monthlies
Over 75,000.....	1,635,425,000	85,800,000	172,800,000
Over 40,000.....	350,560,000	70,730,000	22,080,000
Over 20,000.....	350,560,000	111,280,000	22,080,000
Over 17,500.....	109,550,000	38,230,000	8,250,000
Over 12,500.....	156,400,000	57,500,000	10,500,000
Over 7,500.....	14,085,000	68,250,000	12,150,000
Over 4,000.....	179,036,000	70,900,000	10,800,000
Over 2,000.....	40,690,000	312,600,000	4,800,000
All under 2,000 rated at 600...	29,160,000	391,120,000	22,000
Total.....	2,865,466,000	1,308,190,000	263,452,000

Mr. Dana says: “This is the newspaper age. It is not true, of course, that any single person reads everything in any newspaper, but each of the diversified items and the advertisements is scanned by some one, and the total effect of all this reading must certainly be tremendous.”

ANY business which enjoys the confidence of the public receives quicker and greater returns from money expended for advertising purposes than do businesses called unreliable by the public.

What Pays Others Should Pay You.

The San Francisco Call



Prints throughout the year more displayed advertising than any other San Francisco morning paper. The bulk of this advertising is used by local merchants who know the relative values of home newspapers.



Guaranteed daily circulation in excess of
60,000 Copies

Write for advertising rates



John D. Spreckels, Proprietor.
W. S. Leake, Manager
San Francisco, Cal.

STEPHEN B. SMITH
Advertising Representative
30 Tribune Bldg., New York

C. GEORGE KROGNESS
Advertising Representative
Marquette Bldg., Chicago, Ill.

The Association of American Advertisers has lately completed its investigation into an analysis of the circulation of all of the daily and Sunday newspapers in the Cities of Minneapolis and St. Paul.

As the Association's circulation expert spent nearly two months in the compilation of this report, it is, presumably, very thorough, exhaustive and accurate.

Advertisers will find this report alone worth the annual membership fee.

If you are not a member of the Association, you will find it worth your while to join.

There are more Tribunes sold every day within the corporate limit of the City of Minneapolis, than all the other local English daily publications combined.

See report of the Association of American Advertisers.

SUBSTITUTION.

AT LEAST FIFTY PER CENT LOST TO MEDICINE MANUFACTURERS — A SUGGESTION FOR STOPPING CUT RATES AND FOR RESTORING FULL PRICES.

Few advertisers realize the handicaps and the burdens that patent medicine advertising must overcome.

The writer has called upon nearly every druggist from Los Angeles, Cal., to Spokane, Wash., and knows the feeling of bitterness most of them hold against the medicine manufacturers who are the largest advertisers.

This feeling has grown from disinterest to intense hate, and as a result many medicine advertisers lose at least fifty sales out of every hundred calls for his goods. Many druggists make no bones about saying they never sell a patent medicine if they can possibly help it, and as most customers have more confidence in the smooth argument of the drug clerk than they have in the advertising, the aggregate result is a tremendous loss to the advertisers. I have seen customers walk up to the counters and ask distinctly for Hood's Sarsaparilla, and the clerk would politely say, "Pardon me, but did you say Hood's Sarsaparilla or good sarsaparilla," and a little explanation in a wise way would convince the customer that Hood's Sarsaparilla was not the medicine for him to take.

It was only a few days ago I heard a customer ask for a five-cent tube of Ripans Tabules and insisted on getting it and then let the druggist talk him into purchasing six bottles of the druggist's own medicine for indigestion, for which he paid \$5. I spoke to the druggist about it, and he said it was a frequent occurrence. In fact, he seldom sold patent medicines at all, although he had plenty of calls.

Seventy-five per cent of the druggists have full lines of patent medicines, one of each kind to take the place of the advertised medicine.

Peruna is the best selling medicine on this coast, and as a con-

sequence is being side-tracked in many stores for Hawley's Catarrh Cure, a medicine put up as near like the Peruna package as possible and not imitate it sufficiently to become liable. Many druggists are putting in a stock of the imitation and keep it on the counters right before the customer, while the genuine Peruna is hidden from view.

Dr. Kilmer's Swamp Root is the second best seller, and a druggist in Montesano, Wash., has put up a Dr. King's Swamp Root in such a manner as to be easily mistaken for Kilmer's. The carton is almost a fac-simile of Kilmer's, it being the same color and there being the face and large black letters "Swamp Root." If the two packages were put side by side no one could tell the difference a few feet away, but on close examination the word "Improved" appears before the words "Swamp Root" in very small letters, and following are the words "and pepsin," reading "Improved Swamp Root and Pepsin," but a person who is acquainted with the various methods of substitution can easily understand the purpose and arrangement of the imitation package.

There is no question but what Dr. King's Swamp Root and Pepsin is a fraudulent imitation, and should be stopped by law.

Pitcher's Castoria is selling all over the Northwest because the price to druggists is very low, and customers call for "Castoria," not designating the kind they wish.

Many druggists have a skin soap that is put up to take the place of Cuticura.

Female restoratives under various names and labelled so as to make the customer believe they are manufactured in the East, are on nearly every drug shelf.

The sale of sarsaparilla has so fallen off during the last five years that one jobber told me he hesitated about buying a quantity of Hood's at a special price, for fear of becoming overstocked with it.

The cut rate stores are mostly responsible for this trouble.

The smaller druggist cannot be blamed for not caring to sell the

advertised goods for less than they cost him, yet his customers require that he carry the article and charge no more than cut rate stores, or they withdraw their trade, so in order to hold the customer the druggist carries the goods and loses money on each sale, or does not make enough to satisfy himself. He has no confidence in advertised goods, and believes that the advertiser sells the medicine to the cutter at lower prices than he does to him, so he starts to get even and knocks with a vengeance, and generally succeeds.

Thousands and thousands of booklets, circulars, calendars and novelties are thrown in the waste barrel by druggists. Advertisers send their literature to druggists for distribution over the counter, but the druggist destroys it instead and smiles to himself, for he is getting even. The sale of patent medicines is simply forced in this country by enormous and extensive advertising, and it is safe to say that most of the advertising costs more than the medicine sells for, and as soon as the advertising stops so will the sale of the medicine. I believe firmly in advertising, but the best advertising most economically placed cannot carry such an enormous burden successfully. The advertising is read and creates the demand, but the machinery of distribution is out of order—the wheels are rusty and the oil of gladness has long since dried up.

There must be harmony between the manufacturers and the distributing agents, or all the advertising money can buy will not sell goods enough to pay the profit such advertising requires.

Advertising can appeal and convince, but it has not the power to overcome the thousands of knocks which the druggists all over the country are giving the advertised article.

Whenever possible I have endeavored to draw the thinking druggist out and get his idea on how to stop the cutting and restore the harmony. Out of many plans, the following is presented as the most practical for the con-

sideration of those who are interested.

Let the largest manufacturers of advertised medicines form a corporation and establish a drug store in every city of importance in the United States and ship the goods direct from the factories to the corporation stores and distribute through them only. If the druggists doing business in the same town as the corporation store desire to be fair and offer their good will in selling the corporation goods, let them do so, but keep a careful lookout for substitution, and if such occurs have the corporation store make an investigation and locate the druggist who has proved faithless, and thereafter place him under the ban.

Druggists, as a rule, are not over progressive, and as the corporation store will be advertised at the bottom of all advertisements, it can also be an independent advertising store, and in a short time, if properly conducted, will be the leading store of each community, and as the leader, the set of prices established by it, will be the standard of all the druggists of that community.

Furthermore, the corporation store can afford to pay drug clerks better wages and secure better men—men who are more courteous and painstaking and can be depended upon to give customers better service.

And good clerks will be looking for a job that does not depend upon their knocking advertised goods. This plan would raise the standard of the drug clerk, who would welcome it, because present conditions have made him a slave of responsibility at very small pay. The cut rate stores of each community would have to give way to the corporation stores, and when prices were established the small stores would gladly join hands and maintain high prices.

There are several arguments against such a plan, one of them being that the cut rate stores would go into the open market and buy medicines at full prices and lose money by cutting prices, but they would do this in order to

give out the impression that they were still selling at reduced prices notwithstanding the corporation stores. It is quite likely that this would be done to a considerable extent, but it would be only a question of time until the medicine would be so thoroughly under the control of the corporation store the cutters could not get sufficient quantities to warrant them in advertising cut rates extensively. Several other arguments have been presented which would make this plan appear impractical, but it seems the difficulties could be overcome after a time and harmony restored.

Such a plan as the above would require great capital and remarkable organization, but if the cut rates could be stopped and the druggists work in harmony with the medicine manufacturers, the increased sales would more than pay for the cost of the organization.

MERE CIRCULATION IS NOT MUCH.

In the country of the Chickasaw Nation, in the Indian Territory, at a place called Grantham, with no specified population in the census reports and situated thirty-two miles from a railway station, there is published a four-page periodical called the *Natural Farmer*, to which the last issue of the American Newspaper Directory accords a positive circulation, in Arabic figures, of 7,833 copies for the year ending with October, 1901.

Somebody, having in mind the improbability of such a large cir-

ulation in a place so remote, calls attention to this rating and characterizes it as "Shameful!" This comment led the Directory editor to look up his facts. He found a rather spicy little sheet, professing to appear bi-monthly, sold to subscribers for 10 cents a year, the publisher, one Jeff Welborn, occupying about three-quarters of the advertising space, and in the January issue for 1902 admits that with that number no less than 4,000 subscriptions expire.

It does not appear improbable that under the conditions that exist such a periodical, issued by a dealer in seeds and that sort of merchandise, may readily get 7,833 names on his subscription list. That the paper does not really amount to much is illustrated by the following editorial clipped from the issue for January:

We sent the November issue to our printers, the Vicksburg Newspaper Union, November 2d. They were so crowded we could not come out on time, so they turned our work over to other parties. This, and the long time it takes for manuscript to go and proofs to come and return, is the cause of delay. We send this copy to our printers December 27th, with the cash to pay for the job, and hope to get it in on better time.

All this goes to show that something more than the circulation of a paper should be learned before according a value to it as an advertising medium. The subscription price has much to do in fixing the value; then, too, a great deal can be learned by examining a copy of the publication, which will be certain to carry ear-marks that to the initiated tell as plain a story as the words on a guide board.

The customer worth having is the head of the family. To reach the head of the family advertise in *The Evening Star*. It goes into over 15,000 households where no other Washington paper is read, and is delivered regularly in ninety per cent of the white homes of Washington.

M. LEE STARKE, Representative,	
Tribune Building,	Boyce Building,
NEW YORK.	CHICAGO.

NOTES.

SWIFT & COMPANY, Chicago, send out two extremely handsome desk calendars, printed on celluloid.

THE H. V. Keep Shirt Company, Philadelphia, announce the opening of their new store and make seasonable suggestions in a neat folder.

"A HOME for \$850"—so runs an advertisement. Any lone and wandering \$850 can have a home by addressing this office.—*Chicago Tribune*.

"CORPORATION STATISTICS" is a booklet advertising Moody's Manual of Corporation Securities, an annual published at 35 Nassau street, New York.

ROBERT H. INGERSOLL & BROS., watch makers to the American people, of New York City, have opened Western headquarters in the Masonic Temple at Chicago.

THE Philadelphia Baby Carriage Co., Philadelphia, issues an 80-page catalogue of baby carriages and accessories, compiled by Powers & Armstrong of the same city.

THE *Journal of the American Medical Association*, Chicago, issues a mailing card gotten up in alphabetical form, and a trifle too "freaky" to be an effective piece of advertising.

THE Steinbach Company, Asbury Park, N. J., sends out a folder of bargains in ribbons, wash goods and small novelties with a view to inducing people to try its mail order department.

J. H. SIMPSON, newspaper and magazine advertiser of Birmingham, Ala., sends the Little Schoolmaster a series of specimen ads of a business college that are commendable for their excellence.

THE Kalamazoo, Mich., daily and semi-weekly *Telegraph* announces that beginning March 10, 1902, Messrs. LaCoste & Maxwell, 140 Nassau street, will act as the representatives in New York and the East.

"TOURING CALIFORNIA" is an excellent handbook filled with information concerning that State, published monthly by the Tourist Information Co., San Francisco. Few books of this sort combine so much data in so attractive a manner.

THE Frank Presbrey Company, 12-16 John street, New York, has obtained the advertising contracts for a general line of magazine publicity for the fine carriage output of the Studebaker Bros. Manufacturing Company, South Bend, Indiana.

Farm, Stock and Home, Minneapolis, reproduces the certificate issued to it after investigation by the Association of American Advertisers. This investigation was made in January, and shows an average circulation of 59,591 per issue for the past year.

THE "Imperial Catechism" is a booklet full of facts about real estate and country property in the vicinity of Los Angeles, Cal. It is issued by the Imperial Land Co. and the Oakley-Paulin Co., of the same city, and is written in

the form of questions and answers, a very attractive style for matter of this sort.

"Not Built in a Day" is an excellent folder from the Kansas City *Star*, wherein plain figures show the paper's rise from 16,383 average daily circulation in 1886, to 101,630 for the past year. The Union Bank Note Co., Kansas City, did the printing.

"CALIFORNIA CLIPPINGS" is a handsome booklet containing a series of newspaper ads which the Burlington Railroad ran in California dailies. This method of utilizing such electrotypes is a very good one, for the ads make an interesting story in pamphlet form.

MR. W. L. AGNEW, the advertising manager of the Great Northern Railway, says: No matter how good the road is, what superiorities it may offer in the way of service for the public, they will be wasted if the public is not constantly and ingeniously reminded of the fact.

THE latest production of the Rogers Press, Cleveland, Ohio, is a booklet for Kampfert & Garson, tailors, of the same city. It contains some unbackneyed halftones, some unbackneyed clothing talk, and has a thoroughly good cover design. The name of the firm should have been more in evidence, perhaps.

A FORTY-TWO page booklet from the *Times-Journal*, Bowling Green, Ky., contains the proceedings of the thirty-second annual meeting of the Kentucky Press Association, held last August. The volume also contains an account of the Association's outing, a trip to St. Louis, Kansas City, Colorado and Salt Lake City.

"STRUGGLES WITH THE WORLD" is an attractive prospectus issued by the Correspondence Institute of America, Scranton, Pa. This institution is a large general advertiser, and teaches illustrating, adwriting, journalism, book-keeping, stenography and proofreading. The booklet is in keeping with its excellent advertising in magazines.

M. LEE STARKE, the special agent in New York for the Washington *Star*, Baltimore *News*, Indianapolis *News* and Newark *News*, has made a notable addition to his list in the Montreal *Star*, which he denominates "Canada's greatest newspaper." Montreal has 300,000 people or 60,000 families, and the *Star* sells 54,000 copies every evening.

A NEW YORK florist who has large corner windows makes a practice of wrapping his most impressive floral productions in full sight of people passing in the street. There is seldom lack of a crowd to watch the various stages of tissue paper wrappings, silken ribbons, spraying, dainty boxes and other details of the preparation of American Beauties or masses of violets for delivery.

THE benefit of advertising in the newspapers in a way to attract attention has been demonstrated anew in the case of a weekly publication in New York. Four years ago the subscribers did not number 50,000. Chiefly by means of display advertisements in the leading daily newspapers its circulation has been

increased to 300,000. The ads were striking and convincing.—*Philadelphia Record*.

THE announcement is made of the incorporation of the Vreeland-Benjamin Special Advertising Agency, with a capital of \$10,000. Of this agency S. S. Vreeland is president and Irving J. Benjamin secretary and treasurer. Mr. Vreeland has long represented a list of excellent dailies, and is well known. The best evidence of the work he has done is the fact that he to-day represents papers with which he started over a score of years ago.

KLINGMAN'S BLUE BOOK is an odd catalogue of furniture, issued by the Klingman Furniture Company, Grand Rapids, Mich. It shows products of six separate firms, and each page bears the name of the maker of the articles shown upon it. The name of the firm which issues the book, however, is printed but once—upon the cover—and if this were lost the catalogue would be the means of breeding troublesome correspondence with manufacturers.

MESSRS. CATESBY & SONS, 65, 66 & 67 Tottenham Court Road, London, W., send the Little Schoolmaster a copy of the *Morning Leader* of March 7, 1902, containing display advertising of that progressive firm. Not only are the Catesby ads the best in the *Leader* but they are conspicuous for good type effects, borders and illustrations when compared with the English advertisements which occasionally come to the Little Schoolmaster's notice.

Leonard's Illustrated Medical Journal, published in Detroit, was established nearly twenty-five years ago and has for a long time been named among the medical journals enjoying the largest circulations. It was accorded an average issue of 15,059 copies for the year 1901, but the Postoffice Department has recently cancelled its certificate of entry to second-class privileges in the United States mails on the ground that it has no legitimate list of subscribers and is designed primarily for advertising purposes.

DR. FRANCIS TRUTH, the self-styled "divine healer," who was arrested in Boston by the postoffice authorities and fined \$2,500 for using the mails for his "absent treatment," has established himself in New York. He will open "Temple of Truth No. 1," which he says is to be the nucleus for like temples to be set up all over the country. He calls himself the director-general of the chain of temples. A magnificent suite of offices, fitted up with unique furniture, was opened recently in the Tuxedo Building, at Madison avenue and Fifty-ninth street.

THE evening edition of the New York *Sun* was fifteen years old on St. Patrick's Day, and took occasion to say the following pertinent things about itself: "The *Evening Sun* publishes all the news that is worth printing and it makes a specialty of things in which people are vitally interested. It tries to live up to the theory that to be dull is little less than a crime. It tries to tell the truth about everything. It tries

to picture life just as it is, but never overlooks the humorous side. It is wideawake, enterprising and public-spirited; and, while it endeavors to serve the people and guard their rights and interests without ostentation, it makes a point of entertaining them in every issue.

THE Board of City Record has appointed Henry J. Brierton city advertising expert. Mr. Brierton lives at 634 Forty-second street, Brooklyn. The salary is \$1,800 a year. He stood among the first three in the civil service examination. The Board decided to postpone for another week the consideration of the Queens Borough newspapers to be selected for city advertising. A resolution was received, however, from the joint local boards of Queens Borough recommending that the papers selected shall be the Long Island City *Star*, the Flushing *Times* and the Jamaica *Standard*. This leaves out the Flushing *Journal*, which was vigorously objected to last week by Borough President Cassidy.

THE suggestion that the civilized world adopt a universal postage stamp is interesting, and along the lines of modern thought, yet it would serve today but one practical purpose—that of furnishing a means of sending fractional currency through the foreign mails. There are a great number of things for which payment in stamps is convenient—return postage, samples, catalogues, odd numbers of periodicals, etc. The countries of the Postal Union might readily agree to a universal stamp of the five cent postage rate now in force, but the stamp's usefulness would be limited, as the currency of the countries which might enter such a union is not equally divisible. A fluctuation in the rate of exchange might further complicate matters. Universal coinage and uniformity in computation will be a dream realized as quickly as the universal postage stamp.—*Postmaster Van Cott*, in *New York Daily News*.

COLOR OF A FAKE.

BROOKLYN, March 19, 1902.

Editor of PRINTERS' INK:

If your "pupils" are your readers I feel invited to express an opinion on the subject of Cote & Co.'s ad, mentioned in your issue of March 10th.

I think the name of the article and the scheme both have the color of a fake, also the language used—therefore likely to be passed by intelligent readers.

Secondly, the cost (50 cents) is too much for ignorant people to throw out as a flyer. At 10 or 15 cents many would have answered.

Very respectfully yours, L. A. GREEN.

IN TROY.

TROY, N. Y., March 6, 1902.

Editor of PRINTERS' INK:

The appreciation of the Troy News-writers' Association was expressed by the members at a meeting held yesterday, and I wish to assure you that we find PRINTERS' INK one of the most useful periodicals on our reading tables.

R. B. HAYNER.
Secretary Troy Newswriters' Ass'n.

AMERICAN INGENUITY WANTED.
DEUTSCHE NILES-WERKZEUGMASCHINEN-
FABRIK.

OBER-SCHONEWEIDE,
BERLIN, March 5, 1902.

Editor of PRINTERS' INK:

We are looking for some one who can furnish us with an album for machine photographs in accordance with the following requirements:

We are looking out for some sort of cover or binder to take in a variable quantity of photographs. The individual photographs are leaves of $8\frac{3}{4}$ inches in length by $5\frac{3}{4}$ inches in width. We wish to so bind these that individual photographs may be inserted or taken out, that when once inserted the individual leaves are securely held in place and that the arrangement be such that with no particularly great amount of skill it will be possible to have all these leaves match closely as to their edges.

The number of the leaves to be inserted may vary anywhere from 20 to 200.

A flexible good leather cover we would consider most suitable.

There would be no objection to mounting the photographs on stiff linen or its equivalent and utilizing a projecting or possibly doubled over strip of this linen for the fastening.

Not knowing the best parties and addresses we should be greatly obliged to you were you to hand our inquiry on to suitable people. Very truly yours,
DEUTSCHE NILES-WERKZEUGMASCHINEN-
FABRIK.

PRINCE HENRY'S COFFEE.

C. D. GREGG TEA & COFFEE CO.
"The Coffee that's Best by Test."
St. Louis, Mo., Mar. 13, 1902.

Editor of PRINTERS' INK:

We note comment in your issue of 5th inst., regarding the fact of a certain firm having paid one thousand dollars for the privilege of furnishing the champagne used at the banquet tendered Prince Henry in New York, and thought it might be of interest for you to know that it did not cost us one cent for the privilege of having Prince Henry drink Gregg's good coffee while in America both on the Pullman-Pennsylvania Special and at all of the hotels at which he stopped with the exception of the Waldorf-Astoria, who have their own coffee plant and therefore are not in position to avail themselves of the excellent service we render every other principal hotel in America. Even here at the St. Louis Club our citizens paid twenty-five dollars apiece to note the Prince's ecstasy when drinking the "Coffee that's Best by Test."

Very truly yours,

C. D. GREGG TEA & COFFEE CO.,
F. A. Partenheimer, Adv'g Manager.

OR SOME ADVERTISEMENTS?

Foreigner—I think I may say now that after two years of constant study I understand the English language.

Native—Nonsense! Have you ever tried to grasp the meaning of an insurance policy?—*Waif*.



THE DEATH TRAP IN SPRUCE STREET
MAINTAINED BY THE AMERICAN TRACT SOCIETY.

THE ILLUSTRATION HERE PRESENTED SHOWS THE AMERICAN TRACT SOCIETY'S IDEA OF A JUSTIFIABLE USE OF THE SIDEWALK AT MID-DAY. THE DRAWING REPRESENTS A CONDITION THAT OFTEN EXISTS; IT WAS PREPARED ON MONDAY, MARCH 17, AT 2.30 P. M. AND ILLUSTRATES THE CONDITION AT THAT HOUR. THIS DEATH TRAP HAS BEEN MAINTAINED FOR MANY YEARS, AND FOR SOME REASON, WHICH THE DWELLERS IN SPRUCE STREET ARE NOT ABLE TO COMPREHEND, THE POLICE AND THE DEPARTMENT OF PUBLIC BUILDINGS ALLOW THE TRACT SOCIETY TO CONTINUE THIS NUISANCE. ONE MAN HAS ALREADY BEEN KILLED IN THE DEATH TRAP DURING THE PRESENT YEAR.

THE SMALL STORES.

Many small merchants in the cities are apt to think that while the department stores should advertise, advertising is a profitless expenditure for the small business that finds its custom only in the immediate neighborhood of the store. These men fail to take into consideration the fact that in many instances the department store began life as a neighborhood store and increased its business by judicious advertising. Advertising is just as profitable for the small business as for the large one. Judicious newspaper publicity comes first, of course. But in connect with his newspaper advertising the small merchant may issue, from time to time, a store paper. Some kind of an advertisement should be placed in every bundle of goods sent out of the store, and in every way the merchant should endeavor to keep his establishment before the eyes of the public.—*Ad-Writer, St. Louis.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

FOR VISITING CARDS—see ad below.

WANTED—Solicitors, everywhere, men and women. Address THE PATRIOTIC REVIEW, Trinity Court, Boston, Mass.

YOUNG man as reporter and ad man on live weekly; must be a hustler. Send particulars to THE STANDARD, Red Bank, N. J.

WANTED—Agent, all cities, to represent an 18 year old trade paper on commission. Address R. 331, 317 Dearborn St., Chicago.

SPACE wanted in exchange for medical, dental or osteopathic scholarships in National Medical University. 441 Dearborn Ave., Chicago.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

ARE you going to Atlantic City this summer? Write me about houses or cottages. How much room and what price. DECKER, Box 225, Atlantic City, N. J.

WOULD like to hear from newspaper or agency desiring bustling young man. State what you want and are willing to pay. Address "BUSINESS," care Printers' Ink.

WANTED—Position as advertising solicitor on daily by an experienced, successful man, who often gets contracts after others fail. Address "M. B. S.," care Printers' Ink.

WANTED—A practical printer to take half interest in weekly agricultural paper, with good job business assured. Apply giving references, to A. E. GIPSON, Boise, Idaho.

\$50 TO party finding editorial position for capable, all-round man; energetic, successful; 10 years' experience and best references. C. A. RANGEIT, 78 Chestnut St., Norwich, Conn.

WANTED—Country publishers can learn of a sure way to increase their circulation. No charge of any kind for the advice. Address THE AMERICAN LITERARY MAGAZINE, Lancaster, Pa.

EDITOR, 15 years' experience, wants charge of country weekly. Can produce a good paper 52 weeks in the year and make it pay. Address F. L. MILLER, care *Journal of Commerce*, Philadelphia, Pa.

100 VISITING or Professional Cards and real leather card case, postpaid, for 50c. (One, two or three lines of printing; script or roman type. Write plainly. LEROY ENGRAVING CO., Fourth St., near Chestnut, Philadelphia, Pa.

ORDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

PARTY having two new dux lex linotype machines desires location, either city or country; straight matter or small morning paper preferred; splendidly equipped for job work; eight fonts matrices. Address "P.," Printers' Ink.

EXPERIENCED and competent dept. store bookkeeper, with knowledge of advertising and mail-order systems, general business details, some newspaper experience, desires position; age 31. Address "CHICAGO EON," care of Printers' Ink.

CAPABLE newspaper man, six years' experience on Eastern and Western metropolitan dailies, desires reporter or editorial position—editorship of paper in small town preferred. No objection to locality. Address "CAMPBELL," 3243 Sansom St., Philadelphia.

CANVASSER wanted to sell PRINTERS' INK—a journal for advertisers—published weekly at five dollars a year. It teaches the science and practice of advertising, and is highly esteemed by the most successful advertisers in this country and Great Britain. Liberal commission allowed. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISING manager of large concern desires change of position. Catalogue work, booklet and circular writing a specialty. Management of publication advertising, general business promotion and follow-up systems thoroughly understood. Original and successful methods. Best reference in the country. Chicago preferred. Address "GORDON," care Printers' Ink.

WANTED—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address GEORGE F. LOWELL & CO., 10 Spruce St., New York.

WANTED—First-class representative on commission in following cities to call on National advertisers for outdoor publicity: New York, Boston, Philadelphia, Buffalo and Cincinnati. Applicants ought to have education and experience enough to talk intelligently on space that sells. Applicants desiring consideration must send reference that will bear strict investigation. Address AMERICAN ADVERTISING COMPANY, Evansville, Ind.

I WANT the Eastern representation of a good daily. To an interested publisher I can furnish convincing evidence of my ability to get NEW BUSINESS.

Have been in the Eastern advertising field fourteen years. Am personally acquainted with most of the leading general advertisers and agents, and can furnish letters of personal endorsement from several of them. "SPECIAL," care of Printers' Ink, 10 Spruce St., N. Y. City.

CANVASSERS WANTED
To canvass for subscribers for PRINTERS' INK. Liberal commissions allowed. To the canvasser who, during March and April, sends in the largest number of subscribers, accompanied by the cash, we will return the whole sum as a premium. Do not attempt any funny business, such as sending in a very big list made up of names put down at random, with a check of corresponding size, on the ground that it will surely be the largest; for some other man might outdo you in the same line. What is wanted is a straight-out canvass from store to store, and the man who sends in an even dozen subscriptions in the month will stand a good chance of having the largest list. If he fails to get his money back he will still have had the commission usually allowed to canvassers, which is exceedingly liberal one. Address PRINTERS' INK, 10 Spruce St., New York.

BUSINESS OPPORTUNITIES.

INCREASE income without loss of time, investment of money, or neglect of regular business, by working in connection with the FINANCIAL INQUIRER, 55 Liberty St., N. Y. No matter where located. Particulars and sample copy on application.

A Special Rate for a Classified Advertisement in PRINTERS' INK if ordered in March or April, 1902

TO anybody who wishes to advertise in PRINTERS' INK among the classified advertisements, we will make a special proposition covering the months of March and April, 1902, *viz.* : he may send an advertisement as large or as small as is desired; we will set it in type, ascertain exactly how much space it will occupy, show a proof, and then allow the advertiser to order it inserted for as many or as few times as he desires, at

T E N C E N T S A L I N E

He will be required to send the money with the order in full payment, and the acceptance of a second order, or an order for continuance at the same price, cannot be promised after April 30, 1902. The regular price is 25 cents a line. This proposition must be accepted within the time specified, if at all. It is issued as an experiment. If interested, address
P R I N T E R S ' I N K , N E W Y O R K

N O T E . — A correspondent inquires how this offer affects his contracts in the classified columns now running at full rates. The Little Schoolmaster answers: Cancel your present contract and pay up. Send in order, copy and cash for the new contract at the reduced rates. It is as simple as rolling off a log.

ADDRESSING MACHINES.

MYERS BROS.' Label-Pasting Addressing Machine, \$10. P. O. Box 449, Philadelphia.

NAMES FOR SALE.

NAMES of 2,000 Philadelphians for \$5. FRED'K C. EBERHARDT, 329 South Fourth St., Philadelphia, Pa.

ADVERTISING AGENTS.

SAN JOAQUIN Adv. Agency, Fresno, Cal.—Circulars, etc., distributed and signs tacked. Send for rates, routes and reference.

PAPER.

IF you use Coated Book Paper, send to us for samples and prices. Three full lines in stock. BASSETT & SUTPHIN, 45 Beekman St., New York City.

TO LET.

TO LET—Three offices at No. 10 Spruce St. Rent, \$600, \$500, \$400, respectively. Apply to GEO. F. ROWELL & CO., owners, on the premises.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

ELECTROTYPES AND STEREOTYPES.

ELECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, No. 211, North Third St., St. Louis, Mo.

NEWSPAPER BROKER.

MAKE your wants known—to know them is to supply them. Original methods of A. H. SMITH, Newspaper Broker, Earlville, Ill., please buyers and sellers. Reliability, discretion.

LINOTYPE AND STEREOTYPE METAL.

MANUFACTURE the best linotype, stereotype and electrotype metals in the world. Get my prices before ordering. Out-of-town orders solicited. I. SHONBERG, 174 Hudson St., N. Y.

ORIGINAL DESIGNS.

ORIGINAL designs for catalogue covers, letter-heads, newspaper and magazine advertising. Specially designed sketches submitted free. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

MEN'S HATS.

TRY A DANBURY HAT. We will duplicate in style, quality, workmanship and finish for \$2 any \$3 hat sold by retail stores in New York City. DANBURY HAT CO., 22 Desbrosses St. and 263 W. 125th St., New York.

ELECTROTYPES.

WE give special attention to making of good electrotypes for newspaper ads. Prompt. Out-of-town work done carefully as city. RAISBROCK ELECTROTYPE CO., 24-36 Vandewater St., N. Y.

COIN CARDS.

KING COIN MAILERS, Beverly, Mass. Samples free. \$1.60 per M in large lots.

33 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

PRESS CLIPPINGS.

UNITED STATES PRESS CLIPPING BUREAU, 153 La Salle St., Chicago. Clippings to order on any subject from all current American newspapers.

MANHATTAN PRESS CLIPPING BUREAU, Arthur Cassot, Prop., 2 West 14th St., New York. Clippings of all advs. and items of interest to the trade.

MISCELLANEOUS.

PURE WHISKY, our Kentucky distillation, direct from distiller to consumer. Twelve years old. \$3 gallon. Enclose money order to FOYNTZ BROS., Distillers, Maysville, Ky.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue free. S. F. MYERS CO., 48-50-52 Maiden Lane, N. Y.

PRINTERS' MATERIAL.

MODERN MACHINERY, new and rebuilt. Material, new and second hand. Type, new only, at foundry prices and discounts. Quality above price. From a cylinder to a bodkin furnished. CONNER, FENDLER & CO., N. Y. City.

HALF-TONES.

80 C. for best 1-col. copper half-tone you can get. POSTPAID. MAIL CUT CO., PHILA.
75 C.—Newspaper single column half-tones. KNOXVILLE ENG. CO., Knoxville, Tenn.

WE make the best half-tones at the lowest prices. Before giving out orders for this work, write us. THE STANDARD ENGRAVING CO., 61 Ann St., New York.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

MADE FROM SPIKE NAILS—Knives, forks, spoons, best attraction for resorts, expositions, advertisers, etc. Samples. Pan-Am Expo. souvenirs. 25c. Booklet for asking. WICK HATHAWAY'S CONCERN, Box 100, Madison, O.

EXCHANGE.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in PRINTERS' INK. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

BOOKS.

THE TRADE-MARK MANUAL. There is a no more zealously protected form of property than Trade-marks nor a subject about which there is more general misconception. THE SOAP BRAND RECORD AND TRADE MARK MANUAL tells the business man all he wants to know about Trade-marks and tells it clearly and concisely. It is indispensable to every advertiser of a proprietary article. \$5, postpaid. CHAS. S. BERRIMAN, SOAP GAZETTE AND PERFUMER, 108 Fulton Street, New York.

MAKING A COUNTRY NEWSPAPER—Text-book for newspaper makers. Worth its weight in gold in practical instruction. Subjects treated: the man, field, plant, paper, news, headings, circulation, advertising, daily, law; how to make a newspaper and better paying paper; how to get news, advertising, circulation. No book like it. Saves time, lessens worry, earns money. Indorsed by leading newspaper men. Bound in cloth, \$1 postpaid. THE DOMINION COMPANY, 334 Dearborn St., Chicago.

READY-MADE ADVERTISEMENTS. Messrs. R. Geo. P. Rowell & Co., 10 Spruce St., New York, send the *Caveat* a handsome 92-page book entitled "Ready-Made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar.—*Caxton Caveat*.

The book will be sent to any address upon receipt of one dollar. GEO. F. ROWELL & CO., 10 Spruce St., New York.

TYPEWRITER RIBBONS.

MY really good Typewriter Ribbon, postpaid, for 50c. EUGENE G. ADAMS, Lynchburg, Va.

CARBON PAPER.

CARBON papers for pen, pencil, stylus and typewriter. Catalogue of 50 varieties for the asking. A liberal supply of samples for 10 cents in stamps. WHITEFIELD CARBON PAPER WORKS, Red Bank, N. J.

SITUATION WANTED.

POSITION—Business or advertising manager. Exceptional record for getting business, beating all competitors. Old business more than doubled. Never failed. Highest references. Address "PROFITS," care Printers' Ink.

ILLUSTRATORS AND ILLUSTRATIONS.

CUTS and ads. For 10 years we've made the best for retailers. State business and number wanted, for particulars. THE ART LEAGUE, New York.

THE largest and most varied collection of line and half-tone illustrations for advertising and other purposes in the world. A beautiful Petre Book. Postpaid 50 cents (refunded). SPATULA PUBLISHING CO., Boston.

ADDRESSES FOR SALE.

REVISED weekly; 400 heads of families on rural mail routes. Never before offered for sale; 75 cents. Lock Box F, Kanawha, Iowa.

100,000 CAL. NAMES, neatly gotten up, with address, age, etc. \$1 per 1,000. ELECTRIC SALVE CO., Redding, Cal.

5,500 ADDRESSES of retail milliners who are mail-order buyers and subscribers to millinery trade paper. Live list; never sold before. Price \$50. "PAPER," care Printers' Ink.

MAILING MACHINES.

THE DICK MACHINLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mr., 178 Vermont St., Buffalo, N. Y.

THERE are many so-called addressing machines on the market, but remember that Wallace & Co.'s is the only one now in successful use among the large publishers throughout the country, such as *Printers' Ink*, *Comopolitan*, *Argosy*, *McClure*, *Butterick Pub. Co.*, *Comfort*, *McGraw-Hill*, *Me.*, and many others. Send for circular. WALLACE & CO., 10 Warren St., N. Y.

PRINTERS.

5,000 NOTEHEADS, \$4. Good paper, good printing. Send copy and cash with order. JOHN FAWCETT, Printer, Delphi, Ind.

IF we are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

1,000 NOTEHEADS, statements or typewriter letter-heads neatly printed, \$1.50; 5,000, \$6.25. Good stock and good work. Ruled work padded. Samples free. R. MCGREGOR, Princeton, Ky.

A SMALL SPACE WELL USED.

How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like. This is only one of the things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too. PRINTERS' INK PRESS, 10 Spruce St., New York.

ADVERTISING CUTS.

ADVERTISING CUTS—15 cents each. Only for Dry Goods, Furniture, Clothing and Shoe merchants. Our catalogue is sent free. It contains only new and strictly up-to-date cuts. Over a thousand cuts in this catalogue to select from. Get this catalogue at once.

ELECTROTYPING CO., 19 Park Row, New York.

FOR SALE.

BARCOCK Seven Column Quarto Dispatch Newspaper Press, one or two feeders; good order. Cheap, part cash. WHITE, 17 Rose St., N. Y.

FOR SALE—Daily and weekly newspaper and job plant in best town in Colorado. Paper established 18 years. Excellent business. A bargain if sold in two months. Reason for sale, ill health of proprietor. Address "J. F. G.," care Printers' Ink.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 35 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

CRISFIELD (MD.) LEADER, established 1872; Republican paper in Republican county; Crisfield largest town Somerset County; on Chesapeake Bay; all important oyster, crab and fruit industries; healthful climate; railroad, steamboats, bank and up to date. I will sell \$1,100 at par of the \$2,100 capital of publishing company owning the paper and job office. Residue of stock owned locally. Stock controls directors, editorship, etc. Particulars cheerfully furnished. CLARENCE HODSON, Agent, 6 E Lexington St., Baltimore, Md.

A RARE BARGAIN.

A The Fair Haven Cylinder Press, now used in printing the Nunda (N. Y.) News. Will print 8-col. quarto; now printing an 8-column paper. Speed 750 per hour. Fitted for either power or hand. Complete in every detail. Must be sold at once to make room for a faster machine. This press does the best of work and \$300 gets it. It may be seen in operation at Nunda, N. Y. Inspection invited. This is one chance of a lifetime to secure a good newspaper press at a small cost. Terms: Spot cash. Address W. B. SANDERS, Nunda, N. Y.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE. Sample copy 10 cents, New York City.

40 WORDS, 5 times, 35 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 7,500.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

MODERN MEXICO, 116 Nassau St., New York. Monthly; illustrated; the medium for Mexican trade and investments.

PLACE your ads in Capax NEWS. Merchandise and medicine taken in exchange for space. THE NEWS, Capax, Mich.

CIRCULATION 100,000 copies unconditionally proven. Rate 40c. a line. UP TO DATE FARMING AND GARDENING, Indianapolis, Ind.

PRESS-REPUBLIC, Springfield, O. Leased wire Associated Press report. Sworn circ'n guaranteed by Citizens' Bank to exceed 8,000 daily.

THE peerless advertising medium, UP TO DATE FARMING AND GARDENING, Indianapolis, Ind. 100,000; 40c. a line. Send for copy of "Results."

UP TO DATE FARMING AND GARDENING, Indianapolis, Ind., has the largest circulation of any agricultural paper west of Ohio, and we furnish the proof.

4 PER CENT of sales is what it cost a manufacturer of agricultural implements to advertise in UP TO DATE FARMING AND GARDENING, Indianapolis, Ind. 100,000 proven; 40c. a line.

A POSTAL card request will bring sample copy, ADVERTISERS' GUIDE, New Market, N. J.

SPRINGFIELD REPUBLICAN, D. S. & W. The leading paper of Southern Missouri. Rates on application.

WATERTOWN STANDARD, D. S. & W. 5,100. Eighth year. Strong local paper.

LA COSTE & MAXWELL, Representatives, Nassau-Beekman Bldg., New York City.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey, and Pennsylvania.

UNION PRINTING CO., 15 Vandewater St., N. Y.

CHURCH PRESS ASSOCIATION MAGAZINES—35,000 circulation. Excellent home medium. Thirty different church journals under one management, printed by THE CHURCH PRESS ASSOCIATION, 300 So. 10th St., Phila.

KEY WEST, Florida. Read and advertise in the Key West ADVERTISER, the only newspaper ever published in the most southern point in the U. S. Established 11 years; 3 fol. papers. Only 90 miles from Havana, Cuba. J. T. Ball, Mgr.

PEOPLE who want to reach Western readers with their business should consult the Billings (Mont.) TIMES. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. M. C. MORRIS, Proprietor.

SUPERIORITY OF THE "ADVERTISERS' GUIDE."

In the following table is given a list of all the papers on general advertising whose circulations are definitely known, and are over 1,000 copies. Following the name is the rate and circulation, and as the size of column and type used varies greatly, we have placed at the end of the line the cost of the circulation of one square inch of displayed advertising matter.

	Col. inch.	Per M. per Cir. sq. inch.
White's Sayings (15 cms)	\$.96	1,300 .34.1
Printers' Ink (11 cms)	7.50	13,000 .31.5
Schemer (13 cms)	1.20	2,083 .36.5
Mail Order Journal (13 cms)	4.90	10,000 .32.6
Advertisers' Guide (14 cms)	1.20	5,000 .32.8

It will be seen that a person who attempts to use any other paper besides the GUIDE has to pay two to three times its rate, and as we shall show later, for an inferior circulation. For papers not on the above list, which do not state their circulation, the rate ranges from three to one hundred times the GUIDE's rate. The reason is not that they are worth more, or that cash advertisers can afford more, but that their space is mainly used for exchange purposes, and the publisher puts a high price on his space in order to make good trades. The advertiser with cash can hardly afford such fancy rates, nor the large space competition of those who get their advertising free in exchange. If there is any profit in his scheme, the rates will take it all from him. Besides this, the publisher of the paper competes with him in the general field, using the space which he gets free in exchange to advertise novelties, medicines, etc.

Another important fact is that, with the exception of some weekly newsgathering sheets in New York, all advertising papers except the GUIDE are impractical compilations of idle theories and visionary guesswork, and appeal only to amateurs. The leading money-making and money-spending advertisers of the day pass over their pages with hardly a glance. The amateurs that do read them do so much investigating about and so little purchasing that the profits do not equal the expense of answering them. Few have good circulations. In one the price is so prohibitive that it has but few subscribers, the bulk of the circulation being given away to a dead-end audience which never spends money of its own, except for an occasional postal card. Another gets rid of an enormous circulation by duplication, one former subscriber getting as many as eight copies in one month, and at least four copies every month.

In the GUIDE, on the other hand, nothing but practical and important matter appears. It prints only facts and statements of actual experiences. There are no alluring plans, unpractical advice, and other elusive matter to catch and mislead greenhorns. It goes to the largest advertisers in the country, and every word is read by them. It has more cash-paid subscribers than any other paper on general advertising. It reaches twice as many general advertisers as any other such paper. Not a line of space in it is sold except for cash, and no one gets it lower than any one else.

MAIL ORDER.

BIG MONEY made in Mail-Order business. Our plan for starting beginners is remarkably successful. Write for it, free.

CENTRAL SUPPLY CO., Kansas City, Mo.

MAIL ORDER BUSINESS.

FORTUNES are being made advertising, and selling goods by mail, by your own employer; start anywhere, on any amount of money you can spare; from \$20 to \$2,000 weekly is made by others; our brochure gives valuable information; sent free for a stamp.

SAVYER PUB. CO., New York City.
525 Temple Court.

EXCEPTIONAL OPPORTUNITY TO PURCHASE—Old established Mail Order business located at South Bend, Ind.; dignified proposition; doing largest business of its kind in America; will net purchaser between \$5,000 and \$7,000 annually; close investigation invited; reason for selling, owner cannot give business personal attention; price \$5,000; terms liberal and based upon actual business now being done. In order that buyers may thoroughly investigate business, owner will pay R. R. fare for parties living at reasonable distance.

Address
W. S. CO., Box 369, South Bend, Ind.

ADVERTISEMENT CONSTRUCTORS

EDWIN S. KARNIS, writer and promoter of profitable advertising, A 571 E. 43d St., Chicago.

HENRY FERRIS, His [F] mark, 918-920 Drexel Building, Philadelphia. Writer, designer, illustrator, adviser. Specialties, books and machinery.

AN ad man's ideas and advice to assist retail merchants and others who attend to their own advertising, at cost of \$1 to \$2.50 a month. Limited to 30. **WALTER J. DRAPER**, Fulton, N. Y.

BRACE the Ad-Man knows just how to make your space attractive. The ads he writes are not all show, But business returns, active.

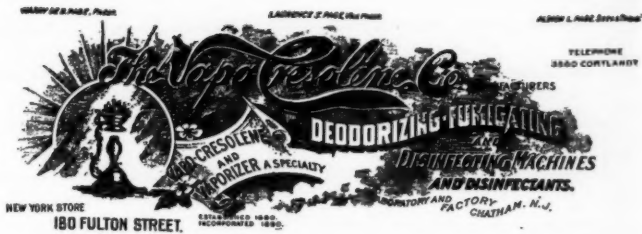
FRANK LOUIS BRACE, 11 W. 106th St., N. Y.

AD CONSTRUCTORS will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address **GEO. F. ROWELL & CO.**, 10 Spruce St., New York.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cost of any medium published, considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK**, 10 Spruce St., New York.

IF your NEWSPAPER, MAGAZINE or TRADE JOURNAL advertising is notably good, it will set more or less of its readers wondering if it "would not pay them to write you" concerning what you advertise. More readers will so "wonder" if the talk be unusually good; far less of them if it be no better than the general run of your competitor's efforts. An inquiry opens the way for you to tell all there is worth the telling about what you have to offer—and at this point you are faced to face with a CRISIS. Upon the character and capabilities of the literature sent out (as you traveling "salesman" remember), the gaining or losing of a customer solely hangs. Yes: unless what you send in reply to an inquiry "GETS THERE," all the money spent to secure that inquiry has been wasted. Do you ever think of that?—you should. With a clear recognition of the powers of your Commercial Literature to earn or lose money for you, I make BOOKLETS, CATALOGUES, CIRCULARS, FOLDERS, etc., and I make new customers for my said "doings" by showing what I have been making for old ones. I gladly send by mail without charge SAMPLES of my work to those whose communications suggest possible business, and who shun postal cards when addressing:

FRANCIS I. MAULF.
405 Sanson Street, Philada.
No. 8.



New York, Nov. 20, 1901.

Mr. Barron G. Collier, Genl. Mgr.

Consolidated Railway Advertising Co.

New York, N.Y.

Dear Sir:-

Replying to your favor of recent date would say, that we are perfectly satisfied with the results we are getting from the street car advertising we are doing with your Company throughout the South. In fact, the growth of our business in this section is far in advance of our expectations, as we were under the impression that there could not be a great demand for goods such as ours in the Sunny South.

As to whether we are using other advertising mediums in connection with the street cars would say, we are not, as we consider the street cars to be the best advertising proposition in the South, for the reason that newspapers are not sold for less than 5¢ each, which is more than the average Southerner will spend each day.

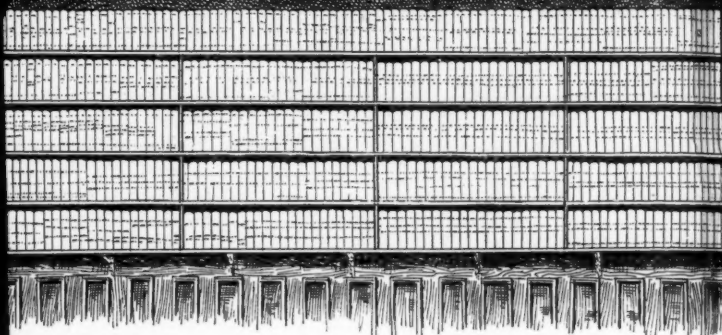
Again, the Southerners are of an easy going disposition, and are more inclined to read advertisements in cars than their Northern brothers.

Assuring you that it gives us pleasure to be able to advise you of the satisfactory results, which assures the continuance of our pleasant relations with your Company, we are,

Yours very truly,

THE VAPO-CRESOLENE CO.

Albion L. Rose
President,



A Monument of Accuracy

The Buffalo, N. Y., *Express* recently issued a little volume containing the American Newspaper Directory for December, 1901. The beauty of the book, its value, and a consideration of its contents will lead many to a better appreciation of the revisions through the thirty-four years that have passed since it was established. The paper circulations something after the manner adopted by the mercantile agencies flating

The work of the Directory has been conducted with zeal and honesty to the total of a thousand dollars. On the eighteenth page of the little book here referred to the was sum

Many newspapers object to making definite statements of the circulation of their papers. Two strong reasons can be given for their objection: truth is placed against unscrupulous ones, and, too, the high-class paper is likely to be a competitor of lower grade when the bare figures are printed. The *Express*, in reply to these objections, does not think it outweighs the advantage to be gained by doing so; therefore, it furnishes full reports. It believes that the system adopted by the Directory obviates, so far as possible, the injustices likely to occur in any other system, and that it is better for the scrupulous publisher to furnish the full report than for the case of some of those who decline. The *Express* believes that the Directory endeavors honestly and with great ability to put the facts before its readers, and that it is infallible. It thinks the Directory is much the most conservative of all such works, and it believes that it sometimes makes mistakes in its estimates, and that some of the instances which it has to accept are deceptive. The instances of such fallacies, however, as a whole the work is a monument of accuracy and intelligence.

A new edition of the American Newspaper Directory, revised and corrected, will be ready on Wednesday, April 16th, and will be delivered on receipt of price—FIVE DOLLARS.

Address GEO. P. ROWELL & CO., Publishers, 10 SPRING STREET, NEW YORK.

Accuracy and Intelligence.

aining the interesting facts and figures concerning notable newspapers, culled from the book, its merit as a specimen of bookmaking, will cause it to be preserved and attention to the excellent work done by the American Newspaper Directory in its continu-

established. This Directory was the first attempt ever made to rate and compare newspapers stating credits.

honesty a total cost, from beginning until the present time, of fully eight hundred the work summarizes the work and the merits of the Directory as follows:

f the circulations. Among the objectors are some of the best of n: truthful statements are liable to disadvantageous comparison when

er is likely to suffer by comparison with its

The Buffalo *Express*, though it recognizes antage to be obtained by frankness. And,

em adopted by the American Newspaper occur any groupings of different classes,

full report. Injustice is likely to occur in

res that the American Newspaper Directory

e its readers; but it does not believe that it

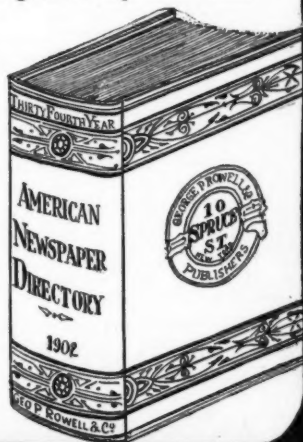
ative and safe guide for the advertiser; but

d that some of the circulation statements

acies; its part are very rare, though, and

ory, over 2,000 pages, is now in press
be delivered to any address, carriage

10 SPRUCE STREET, NEW YORK.



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate. Publishers desiring to subscribe for *Printers' Ink* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *Printers' Ink* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50 62 Ludgate Hill, E.C.

NEW YORK, MARCH 25, 1902.

FROM the standpoint of experience the profitless ad is often highly profitable.

WISE advertisers draw a large part of their profits from the experiences of others.

ADVERTISING is a trade tonic that can be depended upon to remove sluggish stocks if given in doses of the proper size, at the right intervals through the proper mediums.

THE people who read *PRINTERS' INK* are business people who believe in advertising. They are the leading advertisers in the country. *PRINTERS' INK* is read by these people for ideas and suggestions and information which can be used to advantage in advertising and increasing the prestige of their businesses.

In a country where intelligence is the rule, it seems strange that so many advertisers should persist in offering goods "cheap" when "low-priced" is meant. It is worse still when they offer to sell "cheaper" than their competitors. The public has long since reached the conclusion that what is "cheap" is dear at any price. This is an age when the universal sentiment is favorable to paying a fair price for labor and also for the product of labor. Men now look to quality and believe when they buy, they pay the full price for what they get.

ONE way to get people to remember you is to fail to give satisfaction. A displeased customer will never forget you.

To know how to write interestingly upon such lifeless and uninteresting things as articles of trade and commerce requires a measure of ability that may not be acquired by the books. There must be an innate, a congenial gift in this direction. To be sure, cultivation and study will do much, but after all there must be a natural fitness for that kind of work. It is very doubtful if Shakespeare with all of his colossal genius could have written successfully the advertisements, say, of Marshall Field or of John Wanamaker.

PAPER is really the third essential of good printing. Many advertisers seem to think that it is first. Poor presswork and tasteless composition are condoned so long as the booklet or folder is printed upon expensive stock. The main factor in good advertising literature, however, is artistic composition, with presswork next. A printer who knows his trade will produce good effects upon everything above common wood-pulp print, and while it is not advisable to skimp advertising literature in the item of paper, it is best to consider it after the presswork and typesetting.

CALENDERED paper is much prized by advertisers, and seems to be a sort of symbol of elegance. For the majority of purposes, however, it is not nearly so desirable as rough stock, or even common book paper of good weight. It is fragile, for one thing, prone to split in the mails or when folded. Staples do not hold in its brittle texture, and when it is used in a catalogue the volume does not wear well. It is easily soiled, and does not give sharp contrasts to type matter. Good books are seldom printed upon it. There is nothing that will equal it for fine half-tones, but this is its only legitimate purpose in advertising literature. Almost any other variety is preferable for type work.

THE well worded, carefully displayed and prudently placed ad tells people just what they want to be told, in the way they'd like to hear about it and just when they are ready to know about it.

If you're making money without advertising you must have a pretty good sort of business, the putting of which before the public in the proper manner, through the proper mediums, would surely make money faster for you.

THE *News* hit upon an effective method of keying department store ads not long ago, and the results from it were very satisfactory, albeit a bit costly. Siegel-Cooper advertised an electric bell outfit at fifty-five cents, but one of the figures dropped out of the last edition of the paper and made a "startling reduction" to five cents. Many persons called for the bells at that price, and those who would not condone the error were supplied at the advertised rate and asked to leave their names and addresses in substantiation of the firm's claim for rebate. The *News* paid back nearly \$100 for the error. The system, with palpable variations, could be used by other large department stores to test the pulling powers of a certain paper on a certain day.

No author is certain as to the reception a book will get from the public until after the public has seen and proved it. So an advertiser cannot know when he offers a new thing through the medium of newspapers, whether it surely will bring profit to him. Yet it is true that if the advertiser really has a good thing he will secure returns in paying quantity, for a good thing is just what the people are after. The novelty of the object offered instead of being a bar to its sale would tend to increase returns. Men always have had to take chances on everything which runs into the future. But the future may be predicted of fairly well through the light of the past, and the past declares that the man who has a good thing can sell it if he advertises it properly.

ADVERTISING should voice the sentiment of the business, and that sentiment should be as purposeful as possible.

ONE of the useful things which everyone ought to know is how to tie the various forms of cravats. Yet few haberdashers offer instructions in the art. A neat booklet containing plain diagrams and descriptions of the various maneuvers necessary in tying bows, four-in-hands and ascots, would be one of the most acceptable bits of advertising literature that a clothier or haberdasher could devise.

FOR the purpose of promoting the use of postal money orders in mail order transactions, the post-office department furnishes, free of cost, money order application blanks upon which the name and address of the payee are conspicuously printed in red ink. These are sent in any reasonable quantity upon request through a money order postoffice. Experiments have shown that when a blank is sent with catalogues, bills or advertising literature the recipient uses it instead of sending currency or stamps. These application blanks are printed in any foreign language desired.

THE *New York Journal*, *World* and *Herald* are bending all their energies to be first in the esteem of children. Within the past month the character of their Sunday editions has been radically changed. Each publishes a large children's supplement, and several entirely new novelties in color work have been evolved and patented. One of these is the invisible ink which appears when dampened. Another is a water color paint which is printed upon the paper in the ordinary manner, but which can be rubbed off upon a brush and used like the cake colors in small paint boxes, while a third is an invisible ink which appears when rubbed with a lead pencil or a silver coin. Twenty-five clerks are kept busy answering children's letters at the *Journal* office.

Good advertising can make old things appear fresher and more desirable to the customer than new things would without advertising, because good advertising creates an interest before the goods are actually seen, which often goes a long way toward making a sale.

A TRUTHFUL statement of your claims, advertised in PRINTERS' INK, from week to week, will reach a great many advertisers at once. It will secure success in a comparatively short time. PRINTERS' INK will do this because it comes nearer to being read by everybody interested in advertising than any other paper. It carries weight too.

DURING the recent winter a Washington merchant instructed his clerk to prepare a window card announcing that 35 cent snow shovels would be sold for 25 cents. The youth, intent on getting the selling price correct, inadvertently wrote "25 cent snow shovels for 25 cents." At first the merchant was wroth at the young man's stupidity, but after selling several snow shovels to customers who seemed pleasantly impressed with the honesty of the announcement he concluded there was some method in the clerk's madness.

FOUR dailies are published in Troy, N. Y. One, the *Record*, appears morning and evening. The other three, viz., *Standard*, *Press* and *Times*, are evening only. Once the *Times* held a position as one of the leading newspapers of the Empire State; afterwards the *Press* did not hesitate to claim a larger sale than was enjoyed by the *Times*. Comparatively few people are familiar with the name of the *Troy Record*, yet, according to the American Newspaper Directory, it has a circulation larger than the combined issue of the *Standard*, *Press* and *Times*. The most ready explanation of this fact, if it is a fact, may be found in the circumstance that it is sold at a lower price. One thing is certain, the *Record* is the only Troy daily that appears to be willing to allow the public to know how many copies it does print.

ADVERTISING is not so much a matter of springing upon the reader unawares, startling him with a so-called novel ad, as of consulting his habits and stepping in with a sane, quiet bit of argument when he has leisure to consider it.

THE Postoffice Department has recently cancelled the certificate of entry to second-class privileges accorded to *Nichols' Monthly* of Chicago, a mail-order journal having a "B" circulation in the American Newspaper Directory, that is exceeding 40,000, but claimed by the publishers to have issued in excess of 200,000. The ground for exclusion is asserted to be that it is "designed primarily for advertising purposes." The December issue was said to have been 500,000 copies. The Department has also excluded the *Paragon Monthly*, published in New York City by the Paragon Publishing Co., and accorded by the American Newspaper Directory an average issue in 1901 of 400,166 copies. The ground for this exclusion is asserted to be that the publication had no legitimate list of subscribers. These are hard times for the so-called mail-order journals.

CICERO said that the poet is born and that the orator is made. The great statesman and orator was but half right. First-class men in any line, whether orators, or poets, or adwriters, are born to it, or they do not "get there." Knowledge of the vernacular is a good thing, experience in writing is wonderfully helping, but after all one must have the innate sense, the birthright quality of understanding what things are, of describing them, of understanding the human mind and how to win and persuade it to a given object. One may be the best sort of an editorial writer, he may eclipse his fellows as a reporter, and he may have won renown as a writer of novels, and yet be the veriest sort of a failure as a writer of advertisements. It is of no use to ask why this is so any more than it is to inquire why one man should excel as an inventor, or another as a soldier.

THE "dry" facts about an article are not dry to the man who contemplates paying out money for the purchase of the article.

ADVERTISING in PRINTERS' INK will introduce you to most everybody in this country who is an advertiser, and tell your story to them strongly, effectively and with profit.

In all advertising, nothing is so striking as the fact that successful advertisers know why they do certain things. Each has a system and a firm faith in it. This system comprises the campaign as a whole, each separate ad used in the campaign and each statement made in every ad. Each bit of advertising is thought out according to carefully constructed theories, put into practice, thought out again and sent forth to do its work. And such advertising is successful. For the advertiser has confidence—and he knows why he does things.

WOLSTAN DIXEY, advertising manager of the Library Bureau, 530 Atlantic avenue, Boston, sends out a sixty page booklet, 7x10 inches, which describes the firm's system of vertical filing for correspondence and other documents. Library Bureau advertising is distinct. It has a simple typographical dress that nobody seems to be successful in imitating, though few styles are so worthy of being followed. It is also notable for illustrations that illustrate. The present volume tells its story once in the pictures, and then tells it again in greater detail in the clear, interesting text. The indexing and filing systems of the Library Bureau may be simple enough in operation, but the task of describing them is a rather complex one. Probably none but a professional adwriter can appreciate how much labor goes into the condensation and the arrangement of the many facts in such a piece of business literature, and how hopelessly chaotic a thing it would become in unskilled hands. The New York office of the Library Bureau is at 377 Broadway.

THE Chemical and Electrical Company, 415 Lexington avenue, New York, is sending out an edition of one million cloth bound books describing their Electrozone and Meditrina, and giving symptoms of and treatment for diseases for which they are designed. The volume is not so much an advertisement as a handbook, and the company believe that it will be preserved for its own sake. It is the intention to mail a new edition every year. A postal goes with each copy of this first issue, and those who desire succeeding issues are requested to send in their addresses. The book contains 100 pages, is well printed and illustrated, and would seem to be an effective sort of advertising. It is understood that 300,000 have already been mailed. The distribution is confined to Greater New York and its suburbs.

THE Banner Buggy Company, St. Louis, issues an extremely handsome catalogue, in which are incorporated a mass of concise information and several very commendable novelties. One of the most striking of the latter is the device of printing illustrations of each vehicle in black upon a tint landscape, the same block being used throughout the entire volume. The effect is good, and the economy is noteworthy. The whole book has been compiled with a view to furnishing useful information to dealers, and the special and general merits of Banner Buggies are described and illustrated in very clear fashion. The one fault of the catalogue would seem to be its shape—for it is circular. A round book is certain to attract attention at first sight, but is likely to become somewhat tiresome in the course of a year, being unwieldy and "freaky." It takes up room and cannot be filed away with more conventional catalogues. In the Little Schoolmaster's opinion the expense of die-cutting was hardly justified. In all other respects, however, it is worthy of praise, and especial credit is due the Samuel F. Myerson Company, of St. Louis, for the printing.

AN old axiom modernized would read "out of the newspapers out of mind."

OSCAR E. BINNER is still receiving columns of gratuitous expert advice about how he ought to conduct his own business and make Lifebuoy Soap advertising pay.

PRINTERS' INK does not go to the office boy or a subordinate clerk. It goes straight to the man who authorizes the advertising and spends the firm's money for advertising. If it is the managing partner of the firm who orders the advertising, that is the man PRINTERS' INK goes to. If it is the man who is not a partner, but the advertising manager, that is the man PRINTERS' INK goes to. This is one reason why it pays a paper to advertise in PRINTERS' INK.

THE big department stores of Chicago report that a number of papers in the smaller towns and cities refuse to take their advertisements, although cash may accompany the orders, upon the ground that they owe this proscription to their home merchants. Of course, one knows that the United States Courts have declared that no paper may discriminate against advertisers of any given class. It is permissible for a newspaper to decline to accept any advertisements coming from all of any class, but it may not make "fish of one or fowl of another." Such action would result in denial to such a discriminating paper the second-class postage privilege of the Postoffice Department, if the matter were pressed. But outside and beyond this comes the thought, where is the logic of such suicidal policy on the part of the country papers? Competition is the potentiality of trade. If the country merchant be not able to compete in prices with the city merchant it is well that he get out of the way. The merchant who depends upon the editor to keep him from bankruptcy, and the editor who thinks he can perform this impossible task, both will pass into the hands of the sheriff.

THE old-time circulation war, with its flaunting of preposterous claims and its volleys of scathing epithets, is no longer a feature of journalism, even in the backwoods. When publishers learned that the public liked its news condensed and preferred to read philosophy in the original philosophers, they also found that it cared practically nothing for publishers' enmities. As for advertisers, when rival publishers begin to wash dirty linen, they go to the pages of the American Newspaper Directory for the truth—and always find it as near as it can be ascertained through methods which are the result of a third of a century's experience.

ONE of the Little Schoolmaster's young men was interviewing an advertising manufacturer recently. He had lately gone into newspapers with an article of woman's wear, and the subject of New York dailies was taken up. The manufacturer mentioned two or three that he was using profitably. "How about the *Journal*?" suggested the reporter. The question was evaded and the manufacturer went into praises of another paper. The reporter persisted, and presently asked the question again. "How about the *Journal*? Have you ever tried it?" The manufacturer hesitated a moment, and then said: "Well, yes; I am using it—unfortunately. I don't care to have my name printed to what I say about the *Journal*, for I don't believe in its methods and editorial policy. It is sensational, in bad taste and, I sincerely believe, an instrument of actual evil. If other papers are entitled to be called educators the *Journal* is certainly a miseducator. But it pays, and I can't afford to keep out of it. It reaches the people. I see men, women and children reading it on the streets, the cars, the ferry boats, the suburban trains. I know that it goes into the homes and interests women. I don't at all approve of the methods by which it attains its enormous circulation, but I can't go against results. It may be pernicious, but it is immensely profitable."

If your paper has claims that entitle it to recognition by advertisers, and those claims or particular merits are supported by facts and figures, advertise in PRINTERS' INK and you will be certain of getting a share of advertising appropriations.

ONE of the bits of cut-and-dried advertising advice which seldom appears nowadays is the old axiom about never letting up during the dull season. Widespread prosperity throughout the United States has made the average merchant almost forget that there is such a thing as the dull season.

PROSPERITY at home and depression abroad are cited as the principal causes of the continued fall in the exportation of manufactures of iron and steel. Two items in the exports of the United States now show a marked reduction compared with those of last year—corn, and manufactures of iron and steel. Exportations of corn in the eight months ending with February, 1902, amounted, according to the preliminary figures of the Bureau of Statistics, just issued, to only 29,912,875 bushels, against 132,624,859 bushels in the corresponding months of the preceding fiscal year, the value being in the eight months ending with February, 1902, \$13,683,000, against \$60,621,569 last year, a reduction in this single item of \$46,938,369. This reduction, of course, was caused by the shortage in the corn crop due to the drought of last summer. The other important item in which a reduction is apparent is manufactures of iron and steel. The exports under this head are for the seven months ending with January 1902, sixteen million dollars below those of the corresponding months of last year, being \$57,310,128 for the seven months ending with January, 1902, against \$73,616,467 in the seven months ending with January, 1901. This decrease in the value of iron and steel exports is said by those interested in the iron and steel industry of the United States to be as easily explained as the decrease in the exportations of corn.

THE LAST DROP IN THE WELL.

The first conspicuous general advertising agent in the United States was Volney B. Palmer.

Mr. Palmer had offices in Boston, New York and Philadelphia.

When Mr. Palmer died his successor in Boston was Mr. S. R. Niles.

In New York and Philadelphia his business was taken over by a firm named Joy, Coe & Company.

Mr. Joy represented the New York end and Mr. Coe the Philadelphia end.

Mr. Coe later became associated with younger partners, under the firm name of Coe, Wetherell & Smith.

Mr. Smith died. Mr. Coe died. Mr. Wetherell died, and N. W. Ayer & Son bought the good will, what there was of it.

Mr. S. R. Niles also died—much regretted.

In New York Mr. Joy had an office in the Tribune Building. Associated with him was W. W. Sharpe, who, on the death of Mr. Joy, succeeded to the business.

When the new Tribune Building was erected Mr. Sharpe took offices elsewhere, but is still doing business under the firm name of W. W. Sharpe & Co., and is, consequently, the last living representative of the first American advertising agent, Volney B. Palmer.

JUDICIOUS advertising is the sustaining force of the winners in all contests for business greatness.

PEOPLE of this country have been educated to go to the newspapers to find where to go for what they need. This is so true that no well informed man will deny it. It follows that the advertiser who uses the newspapers will get the customers. This does not mean that the newspaper is the only means for successful advertising, but it is the universally approved medium, although some who believe in it may employ other methods as well. All believe in its merit, while all do not give pre-eminence to any other one method.

THE "MAGAZINE OF MYSTERIES."

Despite old saws about advice being the one thing that people find more pleasure in giving than in receiving, there is at present a very lively market for advice of every sort, more especially if it be dished up in the form of a magazine. Advice is almost the sole literary commodity of *Success*, while the *Saturday Evening Post* and many humbler periodicals are making a profitable business of supervising the marksmanship of the young idea.

The last variation in this field is the *Magazine of Mysteries*, a monthly published by Thompson & Company, 22 North William street, New York. Since its first number, which appeared last May, it is said to have acquired a guaranteed circulation of 50,000 copies monthly, and is growing at the rate of two or three hundred paid subscriptions per day.

Its make-up and policy are unique. Its publishers call it a "spiritual magazine," and point to the fact that it prints three times as much religious matter, as any other publication. But its gamut is wide. On the one hand it is practically orthodox Methodist or Baptist, while upon the other it reaches into the occult regions of astrology, palmistry, faith healing, spiritualism, telepathy and Hindoo mysticism, leaving no gap between. In tone it is optimistic, teaching its readers to breathe properly, eat wholesome food, avoid medicines and cultivate kindness to all creatures. It wants its subscribers to live a hundred years at least. Upon its office staff are an astrologer who casts horoscopes, an expert who explains the psychic meaning of handwriting, a student of Morpheus who interprets dreams, and a Brotherhood of Seven Ancient Mystic Adepts who send a premium of success vibrations and gladdening thoughts upon the receipt of each subscription.

"When we launched the *Magazine of Mysteries* last May we set aside \$50,000 to establish it upon solid lines," said Mr. William J. Thompson recently. "Its projectors were men of experience in

publishing, and knew that money was required for a firm foundation. Mr. Ellis, of the C. E. Ellis Company, publishers of the *Gentlewoman*, *Park's Floral Magazine*, the *Paragon Monthly* and other periodicals, is its proprietor, while I am at the head of the publishing company. The name and the leading idea were evolved gradually between all of us. The first number was somewhat different from the present magazine, and we were not wholly aware of the vast patronage that awaited an optimistic, undenominational periodical. With the appearance of the initial number, however, we discovered our field. All over the world there are thinking men and women who are seeking advanced ideas in religion, and the *Magazine of Mysteries* furnished spiritual food for them. The idea was new, as we intended it should be, and the public took hold of it at once. It was so new, in fact, that it could never have succeeded five years ago.

"During the summer we did little toward developing our field. Mr. Ellis was in Europe and I was sick of typhoid. With the coming of autumn we took hold in earnest. Mr. Ellis assumed entire editorial management, and the work has appealed so strongly to him that he has given it most of his time since. We began an advertising campaign in leading magazines and dailies for the purpose of reaching thinking people. Some of the monthlies and a few newspapers refused our copy, condemning us as 'fakes' without even examining the paper itself, but we are overcoming this prejudice and establishing our reputation for honesty. Among other mediums we used PRINTERS' INK, and I believe that we are one of a very few advertisers who have used the Little Schoolmaster's space to reach readers and obtain subscribers. We acted upon the assumption that your publication went to thinking people, and the results have justified our theory. To-day we have 30,000 paid subscribers upon our lists, while our news stand sales approximate 20,000 copies monthly. We have attract-

ed the attention of ministers, doctors, lawyers, Roman Catholic priests, literary men, editors, teachers and every other class of thinkers. Our subscribers are found among the rich and the poor alike, but we believe that we have a patronage totally unlike that of any other periodical. The ordinary magazine—and more particularly the ten-cent magazine—is made simply to entertain. Readers change from one to the other. But the *Magazine of Mysteries* furnishes spiritual sustenance. It takes firm hold upon the people who read it. I have been in the publishing business a good many years, but until the *Magazine of Mysteries* was started I had never known people to voluntarily solicit subscriptions and refuse a commission upon them. Much of our growth is due to missionary work of this kind. Readers of means also send in two, three, five and ten dollars, and ask us to send the paper to people who are too poor to pay for it. This money is applied upon subscriptions for others who write and say that they cannot afford to subscribe, but wish us to know that they appreciate our work. One wealthy woman has offered us a plot of ground, asking us to build a home for people who need rest, and I do not doubt but that we could raise almost any amount for such purposes. Now, these people are going to stay upon our lists year in and year out, indefinitely.

"We preach cheerfulness and advise our readers to attend some church—it matters little which denomination, so long as they are identified with a religious body that is trying to make the world better. Let them be Bhuddists if it will add to their usefulness and happiness. We receive thousands of letters filled with the most sacred confidences—spiritual doubts and questionings, troubles between husbands, wives, parents, children, brothers, sisters and lovers. We treat them in confidence as sacred. There is a large staff downstairs, headed by Dr. Torrey, which answers all these letters, sending advice and little tracts that we have had reprinted, advising sensible

diet, hygienic living and cultivation of will power. I believe that we spend more money upon our subscribers after we have received their subscription fee than any other periodical in the world. Our astrologer is one of the best in the country, and we have other features of a similar nature.

"Our March number contained the first advertising that we have accepted. It has been our intention to take advertising, but we have refused several thousands of dollars' worth because we wished to be in a position to assure results. When advertisers go into a publication that is not firmly established they are usually disappointed, and the reputation of the medium suffers for some time after it has really begun to pay. We mean to take none but clean advertising from reliable firms—we want nothing but the highest classes. We refuse medicine ads of all sorts because our readers do not believe in medicines, and we do not want the cheap grade of mail order patronage. Liquors, cures and all objectionable matter will also be debarred. We claim to be more careful of our advertising columns than any religious paper in the United States.

"We have had some prejudice to fight among newsdealers, but the demands for the paper have become so great that all of them are now glad to sell it. In fact, some of them order direct, finding it impossible to obtain sufficient supplies through the news companies. We have just made the magazine non-returnable, and the companies prefer to lose some sales rather than overstock.

"With every subscription receipt that we send out is included a half dozen small slips outlining our aim and policy, and we find that these have got us a great number of subscriptions. People who receive them mail them to friends, and they in turn fill out the application."

ALL READ IT.

No waste circulation in local weeklies. All are read from end to end every issue, and by every member of the family, including the help.—Charles N. Kent.

CHURCH ADVERTISING.

Commenting upon the account of a debate recently held in a Massachusetts church over the question of church advertising, a correspondent writes:

It seems to me that the question of church advertising is much like that of all advertising. It is a matter of the quality of goods. The advertising campaign of a business begins in the stock, prices and service. The advertising campaign of a church should begin with the pastor and the spiritual fare that is to be offered to the public.

Sensational methods, as a rule, are not advisable. The commonplace announcements in Saturday papers must be improved upon and made more inviting, but the ultra-advanced style assumed by some commercial advertising will only work harm to a church. It would be hard to say just how much *vive* can be put into church advertising and still keep it within the bounds demanded by dignity. Not many years ago there was a minister in Detroit, Mich., who set out to fill his empty, dignified church with live, flesh-and-blood human auditors. He proposed an orchestra to supplement the choir, making announcements in the daily papers. His congregation shivered in apprehension. But he held to his purpose, secured the orchestra, outlined his plans to the reporters and went ahead. "If music doesn't bring them," he said, "I'll give them a free lunch—and if that won't fetch them in I'll tap a keg of beer. It seems to me that a good many of the people who ought to come to this church are beer-drinkers." This plan was never put into full effect, of course, but the hubbub raised by the papers filled his church in a month.

Now, this might be called sensational advertising, but in reality it did not harm, and served to build up that particular congregation. The methods used to reach outsiders proved to them that the minister had live, interesting services. I think that the whole question turns on the services—"the goods." There is too much plati-

tude preached, and it is not calculated to interest those outside of churches. The outsider is usually intelligent, for he spends the church hours in reading. In order to interest him the church must give him matter just as good as the Sunday papers, plus human companionship. The church may never be able to "convert" him, yet it can draw him into good works and make him a better individual. Therefore, the tendency to convert should be made secondary to that of interest. Plain, human interest! People like "different" sermons as well as "different" ads and methods. This is a busy age. The minister of the advertising church should endeavor to keep his congregation abreast of the times. Perhaps it would be well for him to use his greater leisure to study the week's news, giving a brief, entertaining commentary of it every Sunday. Music should be another feature. The atmosphere of the church should be such that it will pervade the man who answers its ads. In other words, it should offer him a "bargain" in church services.

The advertising church should be thoroughly overhauled before it begins its campaign. The minister, the choir, ushers and congregation must all prepare a "follow-up" system that will make the actual publicity effective. When this system has been made sufficiently strong there need be little fear about the advertising. It may even err upon the side of the "yellow." If it does, it will the more readily attract. The impression given by one or two visits will dispel any false deductions.

AN advertising appropriation must be guarded as though it were Shylock's money. There is no charity in advertising. There are nine worthless mediums to one good one, and of the many good ones there are nine in ten that are worthless for a specified purpose. The advertiser who is most successful in diverting his appropriation from unprofitable mediums is the one who gets the greatest return from it.



In the railroad cars everybody scans the daily paper, and almost everybody leaves the same daily in the cars.

It is a different story with the local weekly. That is read from end to end by every person in the home; not hurriedly skimmed over by the head of the family only. There are local items which interest all and which they would dislike to miss under any circumstances.

The country people of the New England, Middle and Southern States can only be satisfactorily communicated with through these local papers of their homes—1,500 local weeklies—reaching one million families each issue. What they are and how to do it mailed for the asking.

ATLANTIC COAST LISTS

134 Leonard Street, New York.



TWELFTH WEEK.

In the 1902 PRINTERS' INK advertisement sixteen competing advertisements were received in time for consideration and report in this issue of the Little Schoolmaster. Of these, the one reproduced on the opposite page is thought to be the best submitted during the respective week. This ad was considered best notwithstanding the fact that the Little Schoolmaster is of opinion that the elimination of the first headline of the ad would have given it additional strength.

This advertisement was constructed by G. Tyler Mairs, 765 Fourth avenue, Troy, N. Y., and it appeared in the *Druggists' Digest* for March, 1902.

In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK, good for one year from date of presentation, was sent to Mr. Mairs when the marked copy of the paper was received. Two additional coupons, one to Mr. Mairs and one to the advertising manager of the *Digest*, were sent in accordance with the terms of the competition when a selection of the best ad for the twelfth week had been made.

Mr. Mairs' advertisement will now be placed on file, and it will have further consideration later on, as specifically provided in the regulations which govern the contest.

Each of the fifteen unsuccessful

competitors for the honors of the twelfth week received a coupon good for one year's subscription to PRINTERS' INK, as a partial consideration for their efforts in accordance with the terms of the contest.

Adwriters everywhere will be interested in the progress of this competition and in taking note of the genius and ability exhibited by the adsmiths, amateur or professional, who take a part. An opportunity is thereby offered to bright men to obtain an amount and quality of publicity which money could not easily buy.

Amateur adsmiths will not fail to appreciate that the competition offers a rare opportunity to have their successful work passed upon, not only by the Little Schoolmaster in the Art of Advertising, but by all his pupils everywhere, and the class includes the successful advertisers of the civilized world.

The ads which the competition for 1902 calls for need not necessarily be display ads—they may be short essays if one so prefers, published as provided in the conditions set forth elsewhere in this issue.

DOOLEY ON EDITORS.

"'Tis a hard job," said Mr. Dooley, "but 'tis a fascinatin' wane. They'se nawthin' so hard as mindin' ye'er own business, an' an iditor niver has to do that."

"I shud think th' wurruk wud kill thim," said Mr. Hennessy, sadly.
"It does," said Mr. Dooley. "Manny gr-reat iditors is dead."

The Pen that Writes an Ad Moves the World

First-Class Advertisements are desired by all Merchants

The people move towards your store according as your printed representative presents to them the merits of your establishment.

What is wanted and wanted badly is a definite practical knowledge. PRINTERS' INK gives it.

PRINTERS' INK

is published for the sole purpose of educating you to prepare such advertisements as move that world around your store, into it.

PRINTERS' INK is published in the interests of straightforward, honest advertising.

It represents the best thought and endeavor of those who are developing publicity.

PRINTERS' INK teaches advertising by teaching its basic principles.

It teaches you not only how to advertise, but how **NOT** to advertise.

PRINTERS' INK is published for the beginner and veteran alike. Modern business principles are given a conspicuous place in its columns.

PRINTERS' INK comes to you from 10 Spruce Street, New York City, each Wednesday, after you have sent

THE PUBLISHERS

Geo. P. Rowell & Co.

\$5.00 for a year's subscription

A SAMPLE COPY costs only 5 two-cent stamps. Better send for one

Printers' Ink Competition for 1902.

1 The adsmith desiring to compete shall prepare an advertisement, such as he believes is calculated to influence the reader of it to become possessed with a desire to subscribe for and read **PRINTERS' INK**—The Little Schoolmaster in the Art of Advertising.

2 When he has prepared his advertisement he shall cause it to be inserted in some newspaper. It does not matter in what paper or periodical it appears, who owns it, or what its circulation or influence, the only point insisted upon is that the adsmith who prepares the advertisement shall cause it to be inserted in a newspaper or periodical of some sort.

3 When the advertisement has appeared as above specified, the adsmith competing shall send by mail a marked copy of the periodical in which he has caused the advertisement to appear, said copy to be addressed simply **PRINTERS' INK**, No. 10 Spruce Street, New York.

4 The adsmith shall also cut out a copy of the advertisement prepared by him, and inserted as above specified, and shall send the same in a sealed envelope, under letter postage, addressed to the editor of **PRINTERS' INK**, together with his own name and address, and the name and date of issue of the paper or periodical in which the advertisement has appeared.

5 The editor of **PRINTERS' INK** will on his part receive the advertisements and papers sent as above and take due note of each.

6 In acknowledgment of and partial payment for such advertisement so submitted, a coupon shall be sent to the adsmith by return mail good for a copy of **PRINTERS' INK**, to be sent for one year to any person whose name is written across the back of the coupon when returned for redemption.

7 Every week the best advertisement that has been submitted up to the date of going to press will be reproduced in **PRINTERS' INK** for that date, together with the name of the adsmith by whom it was prepared. The name and date of the paper in which it appeared will also be stated, and two additional coupons, each good for a year's paid in advance subscription to **PRINTERS' INK** will then be mailed, one to the adsmith and the other to the advertising manager of the paper in which the advertisement had insertion. These additional coupons can be used as presents to some one likely to appreciate and be benefited by the weekly teachings of **The Little Schoolmaster in the Art of Advertising**.

8 In the issue of **PRINTERS' INK** for the week following, a second advertisement will be produced, being the best one sent in since the previous selection was made, and another in issue of **PRINTERS' INK** that follows, and so on until the competition is closed, and with the appearance of each of these issues, two additional coupons will be duly forwarded, each good for a year's subscription to **PRINTERS' INK**, to any address written on the back of the coupon when returned for redemption, one coupon being for the disposal of the writer of the advertisement

for that week and the other for the business manager of the paper or periodical in which it appeared.

9 Whenever it is thought that the competition has proceeded far enough, and in any event not later than in December, 1902, there will be published in **PRINTERS' INK** the names and addresses of every adsmith who has been so fortunate as to produce an advertisement that has been thought superior to any other sent in during any single week, and from among these there shall be chosen the twelve whose advertisements are thought to be superior to each and all of the others submitted, and thereupon the twelve will be asked to supply each a photograph of himself, from which it will be possible for **The Little Schoolmaster** to have made half-tone portraits for reproduction in **PRINTERS' INK**, and on the week following there will be reproduced reduced fac-similes of the twelve advertisements thought most deserving, and from among the twelve three will be selected, those which are thought more deserving than either of the other nine, and to the constructors of these three will be paid over cash prizes as follows:

\$100 to the adsmith who produced the ad that is deemed the best of all.

\$50 to the adsmith who produced the ad that is second in merit.

\$25 to the adsmith who produced the ad that is third in merit.

10 Of the twelve papers or periodicals in which these best twelve advertisements appeared, the six that are credited with the largest circulation in the latest issue of the American Newspaper Directory shall each be entitled to the free insertion of a full-page advertisement in **PRINTERS' INK**, for which the net cash price is one hundred dollars, said page advertising to be used when wanted within six months after the awards have been announced.

11 Every adsmith will make up his advertisement in his own way, and give it such space and display as fairly represents \$5, the price of a year's subscription to **PRINTERS' INK**, for every competitor will be entitled to a year's subscription to **PRINTERS' INK**, as part pay for his advertisement, even if he fails to secure one of the cash prizes.

12 There is no limit to the number of times that may be essayed by one adsmith. He may, if he chooses, make a new trial every week while the competition is open. Should one man construct all of the three advertisements that surpass the others in merit, there is no condition of the contest that would forbid the giving of all three prizes to one man.



If YOU WISH
TO **Advertise**
Anything
Anywhere
AT **Anytime**

WRITE TO

GEO. P. ROWELL & Co.

Advertising Agents,

10 SPRUCE STREET, NEW YORK.



INVENTORS OF "THE CARD SYSTEM."

INTERESTING BUSINESS OF THE LIBRARY BUREAU DESCRIBED BY ITS ADVERTISING MANAGER.

"Where did the Library Bureau get its name?" an advertising man recently asked me.

Twenty-six years ago the secretary of the American Library Association undertook the business of providing equipment, supplies and professional assistance for libraries. This was the beginning of the Library Bureau.

Among other things, the Bureau made and supplied outfits for card catalogues, and its founders conceiving the idea that the same principle could be applied to business purposes, began to invent and put in use those commercial adaptations of the card index idea which are now known as "The card system."

While the Bureau's library business increased prodigiously and it became the recognized headquarters in the United States for library equipment, the great demand for its commercial systems soon created in the concern a distinct commercial department, which rapidly developed into the largest business of its kind in the world.

Any one who has not investigated the subject would be astonished at the extent to which Library Bureau systems are now used to keep tab on human affairs—business, social, political, artistic and scientific. Library Bureau systems are used by many of the largest commercial and manufacturing concerns in nearly every known business, by most of the fire and all the life insurance companies in the United States, Canada and Great Britain, many large banking, railroad, municipal and State institutions and every department of the Federal Government at Washington.

The average man or woman can hardly be born, educated, married, killed or buried without its being noted in a Library Bureau municipal record of births, marriages and deaths, or one of its school

and college record systems or cemetery card records.

A delinquent tax payer may count on his name being duly checked up in a Library Bureau assessor's list. If a man pawns his watch or gets into trouble with the police, the number of that watch will probably find its way through a Library Bureau pawn broking system until it comes into the man's criminal record in a Library Bureau identification system, perhaps at the other end of the continent, together with a full account of his various aliases, misdemeanors, marks, scars, moles and other interesting features.

Man's accidents, diseases and misfortunes of all sorts are chronicled in Library Bureau hospital and physicians' records. Every patient, every complaint and every organ has its card history and cross references. Your dentist has the roof of your mouth and your surgeon the condition of your interior department carefully diagrammed on Library Bureau card records.

Your prosperity and frugality are also set forth card-wise on Library Bureau savings bank records or real estate transfers, and if your credit rating is good it appears in round figures on your tradesman's Library Bureau credit system.

Even your gas or electric bill is probably evolved from the corporation's Library Bureau card records. But let it be distinctly borne in mind that this beneficent system is in no wise responsible for the "previous state" of your meter or the subsequent condition of your temper and finances. Of course the Library Bureau takes its own medicine. The card system links together the routine of our entire business through every department of our home offices and salesrooms in Boston, our four factories and our branch establishments in New York, Chicago, Philadelphia, Washington, London and Manchester, Eng.

Our advertising system keeps us in close touch with every customer and prospective purchaser. Our employment, order, factory, shipping, billing and credit sys-

tems, all based on the card index principle, save us an immense amount of time and labor, promote accuracy and classify much valuable information in the most available shape. By our correspondence system we can in one minute lay our hands on all the letters we ever received from any correspondent and copies of all we ever wrote him. Or we can immediately get all the correspondence, papers, documents and other information bearing on any particular subject, the letters separate from the papers or all together; whatever we want all in one bunch and not mixed in with things we don't want. Our thirty thousand open accounts we keep on a card ledger, which we post in half the time required for a book ledger. One man can do what would be two men's work on a book ledger. A dozen men can work on it at once, and, if necessary, we could take off a trial balance in an hour.

But the card system is very much like one of Captain Cuttle's "observations," the point of which lies in "the application thereof."

A so-called "handy" index or a disconnected accumulation of them does not constitute a card system, but is more likely to degenerate into a mass of red tape calculated to make a practical man throw up his hands at its complexity. The first all-important desideratum in a card system is that it be a system. No matter whether it consists of a single index or a hundred, each part should be in exact logical relation to all the others and to the entire routine of the business to which it is applied. A correct card system cannot, of course, be a purely theoretical affair framed to meet imaginary conditions. It must be based upon the actual requirements of the concern which is to use it. But at the same time it must be evolved from those fundamental general principles which experience has proven correct in practice, so that it will modify or do away with many of the unnecessary complications which are sure to creep into the routine of almost any individual concern.

WOLSTAN DIXEY.

Special Issues of PRINTERS' INK

SCHOOL EDITION, Press Day, April 16
IT GOES TO 6,000

Schools and Colleges in the United States and Canada, including Commercial Colleges and Training Schools, in addition to the regular issue. For the purpose of increasing the subscription list among this class of people, a sample copy of **PRINTERS' INK**, that goes to press this day, will be sent to every school and institute of learning in the United States, as catalogued in the American School Directory. It will be issued at an opportune time to influence School Advertising, as the edition will be in the hands of School Managers just before they make their contracts. Newspapers and Managers are invited to use this edition for advertising the merits of their publications.

ADVERTISING RATES.—Page, \$100; half page, \$50; quarter page, \$25; line, 50c., or if classified, without display, 25 cents.

THE primary purpose of these Sample Copy Editions is to induce new subscribers and additional advertising patronage for **PRINTERS' INK**, the little Schoolmaster in the Art of Advertising. The special issues of **PRINTERS' INK** can be used by the high grade and first class advertising medium, for each issue reaches a desirable class of probable patrons.

The latest day for each issue is as stated. Every attention will be given advertisements in the matter of typesetting. The advertiser who sends order and copy by return mail will be sure of attention.

Five per cent discount for cash in full payment with order.

The advertiser who must have a special position for his announcement is reminded that **PRINTERS' INK** is a small paper and special positions are scarce. Twenty-five per cent additional will be charged for special position if granted.

ADDRESS ORDERS TO
PRINTERS' INK, 10 Spruce St., New York

BEST AGRICULTURAL NEWSPAPER.



PRINTERS' INK has in the past few years awarded six sugar bowls to newspapers and trade papers, and the recipients of these distinctions have often asserted the moral as well as direct business value that had accrued to them from these awards.

A seventh award will be made within the next few months to the agricultural paper, weekly, semi-monthly, monthly or however issued, that better serves its purpose than any other as an educator and counsellor for our agricultural population, and best serves as an economical medium for communicating with that class through its columns and on the fairest terms, price and value considered.

There are over five hundred agricultural papers in the country, including dairy, horticulture, floriculture, drainage and irrigation, live stock and horse publications.

Publishers of agricultural papers, or their friends, are invited to submit such claims for consideration at the hands of the Little Schoolmaster.

In its issue of March 12, 1902, PRINTERS' INK printed the following editorial:

PRINTERS' INK has been announcing for a good many weeks now an intention of awarding a Sugar Bowl to that agricultural paper that best serves its purpose as an instructor to the farmer and a means of communicating with him for the advertiser; but up to the present time not one of the agricultural papers has had the nerve to put forth a claim for the Bowl. There is one explanation of the possible embarrassment. The Postoffice Department doesn't allow newspaper men to send out their papers unless they are paid for, but it is pretty well understood that the agricultural papers only require a subscriber to pay once. After the farmer gets his name down on the mailing list he need never pay any more unless he is, what the publishers of the agricultural newspapers call a "sucker." This practice doubtless explains why the publishers of the agricultural newspapers are so modest about setting forth their virtues and also why the publishers of the old-fashioned agricultural

papers that are still alive find it so difficult to hold on to more than a few hundred subscribers.

A sworn declaration was received from Luther Tucker & Son, publishers of the *Country Gentleman*, above Albany, N. Y., taking exceptions to the statement, and also exhibiting satisfactory proofs that the subscription department of their publication is exactly conducted in a way that might be expected of the publishers of such a high-class medium. The above editorial remarks by the Little Schoolmaster were never meant to apply to the *Country Gentleman*.

"WALLACES' FARMER."

DES MOINES, Ia., Mar. 15, 1902.

Editor of PRINTERS' INK:

In PRINTERS' INK of March 12th, we note your editorial statement with regard to agricultural papers. It seems to us when a journal of the standing of PRINTERS' INK casts such a severe reflection upon the papers of any particular class it should call attention to the exceptions. It is entirely true that a great many agricultural papers are run after the plan of some of the mail order journals; that they aim to get farmers' names on their lists in some way or other, sometimes putting it on without any excuse whatever, at other times by making a nominal rate for a trial subscription and continuing this subscription so-called until stopped with a club.

There are, however, several agricultural papers that charge a fair price for subscriptions, that require pay in advance, and that stop when the time is out. *Wallaces' Farmer* is one of this class. Our price for single subscriptions is \$1 per year, our rate to other publishers and to club raisers is 75 cents. We do not permit anyone to accept any subscriptions to *Wallaces' Farmer* for less than 75 cents, and withdraw the rate from anyone who violates this rule. We require pay in advance for all subscriptions and stop every paper when the time for which it is paid has expired. There are several other papers which pursue this same policy. Most of these charge a less price than *Wallaces' Farmer* for subscriptions, but they maintain bona fide paid-in-advance lists.

It is true that we cannot compete in circulation statements with many of the agricultural papers of the same territory which are run on the mail order plan. It is also true that there are not as many as four other agricultural papers in the United States that carry as much first-class, clean advertising as does *Wallaces' Farmer*. This indicates that it is not necessary to lie about circulation in order to get business and at fair rates. Very truly,

WALLACES' FARMER.
By H. C. Wallace.

DOUBLEDAY, PAGE & COMPANY, Pubs.,
NEW YORK, March 13, 1902.

Editor of PRINTERS' INK:

Country Life in America would like to receive that sugar bowl. Although

we agree that it is not an agricultural paper in the ordinary sense, if you will be good enough to look at copies of the March number, we think you will admit that it is both practical and beautiful, and as it has already a circulation of 30,000 copies and since the first number has never had less than 25,000, we think it is entitled to some respect, especially when you consider that it goes to the best kind of people who are interested in agriculture. As I have said, the April number is 30,000, and subscribers are coming at the rate of about a hundred a day, not to speak of a very largely increased news trade.

May I ask you to look up the advertisements, most of which are prepared by us for the advertiser? And when you come to sugar bowl a magazine, we think that the advertising and the character of it should be considered.

Very truly yours,
DOUBLEDAY, PAGE & Co.

Office of
F. J. HOUGH & SON,
General Insurance and Real Estate.
Masonic Temple Building.
ADRIAN, Mich., Mar. 14, 1902.

Editor of PRINTERS' INK:

I see you are about to present a seventh Sugar Bowl to the farm paper which best serves its purpose to the farmer.

It seems to me you could do no better than award it to the *Farm Journal* of Philadelphia.

While an insurance and real estate man, from choice I live on my farm of sixty acres or more adjoining the city, where we take pleasure in our herd of "Jerseys," fowls and pets, and the timely hints in that little paper make it invaluable to me, having but little time to give to the management of my place. While taking other prominent agricultural papers would rather lose the whole bunch than lose our "little *Farm Journal*."

Yours very truly,
FRANK L. HOUGH.

WADHAM'S MILLS, N. Y., Mar. 10, 1902.

Editor of PRINTERS' INK:

Noticing that you invite the friends of agricultural papers to write how well they are serving their purpose as educator and counsellor, I would say that during our sixteen years of subscription to *Farm Journal* (Wilmer Atkinson Co., Philadelphia) it has been of the greatest help to us, coming as we did from a village, almost entirely ignorant of farming. Never in that time has there been an impure picture or questionable article in it. No other agricultural paper that we have taken has presented information in so condensed and plain a manner. Its "Fair Play" method of compelling advertisers to live up to their offers is a reality I know. Its influence is always in the right direction.

Respectfully,
N. E. MORHOUS.

MEADOW BROOK STOCK FARM,
Rochester, Mich.
DETROIT, Mich., Mar. 17, 1902.

Editor of PRINTERS' INK:

Permit me to "second the motion" of Mr. B. Holmes as contained in his letter to you of the 1st inst., regarding

the proper definition of your seventh Sugar Bowl.

The *Country Gentleman* is certainly a great educator and thoroughly reliable in all subjects. As an advertising medium I can certify to its value after a thorough test, as replies have been received from the Atlantic to the Pacific and from Maine to the Gulf of Mexico.

JAMES L. HIGGINS.

Up to the present time it would appear that the *Country Gentleman* and the *Farm Journal* are the only agricultural papers that have the nerve to claim that they are entitled to the Sugar Bowl. When the Little Schoolmaster attempted to think of another paper that would be at least as good as one of these he scratched his head—but mentioned no paper.

Pure Whiskey

**Direct from
Distiller to
Consumer**

\$3.20
FOUR
Full Quarts.

Express Paid.
Saves Middlemen's
Profits. Prevents
Adulteration.

FOR thirty-three years we have distilled the best whiskey made and sold it direct to consumers. We have thousands of customers in every state and want more; we therefore make the following

Proposition:

We will send you four full quart bottles of Hayner's Seven Year Old Double Copper Distilled Rye for \$3.20, Express Prepaid. We ship in plain packages—no marks to indicate contents. When you get it and test it, if it isn't satisfactory return it at our expense, and we will return your \$3.20. Such whiskey cannot be purchased elsewhere for less than \$5.00.

REFERENCES:—Third Nat'l Bank, Dayton, State Nat'l Bank, St. Louis, or any of the Express Companies.

WRITE TO NEAREST ADDRESS

THE HAYNER DISTILLING CO.
226-232 West Fifth St., DAYTON, OHIO.
305-307 S. Seventh St., ST. LOUIS, MO.

P. S.—Orders for Ariz., Cal., Idaho, Mont., Nev., N. Mex., Ore., Utah, Wash., Wyo., must be for 30 qts., by freight prepaid.

AN ATTRACTIVE SMALL AD THAT SAYS ALL WHICH AN AD OF THIS CONCERN USED TO SAY IN A MUCH LARGER SPACE.

THE COMMERCIAL VALUE OF ADVERTISING.

(Extract from a lecture delivered by John Lee Mahin at the University of Chicago.)

This is an age of advertising. Within the memory of older men the ambitious youth was urged to enter the church, the army, the law or the sciences. To engage in trade was to lower social tone. Now, business is generally recognized as a world dominating science. It is becoming more intricate and complex, requiring the highest grade of intelligence.

Commerce in its elemental form is little more than the hewing of wood, the carrying of water and trading in the simple things necessary to sustain a low order of physical life. It is only when it advances to grappling with the great wheat crop of the Northwest, the vast yield of cotton of the South and the products of many mines and factories that it begins to demand and give substantial rewards for the highest grade of brain power to organize equipment, devise ways and means and to execute.

The problems of production and distribution, the elimination of waste and famine, the gathering together of the products of the world and setting them in order for the easy access of mankind present abundant opportunity for the highest quality of brains. Commerce in gathering and distributing, satisfied with ordinary profit and passively awaiting the result of the capricious tastes of mankind, still leaves much to be desired by the mind that has real creative power.

Commerce in its higher altitudes is shown when, after gathering the products of industry, it goes farther in changing their form and character into other articles specially suited for the higher needs of men and women. Then by every possible means stirring interest, creating desire, educating appetite and developing new wants it makes a stable market for the newly created and more complex commercial products. In this way the standard of living has generally been raised to include as necessities articles the need of which was unknown to the grandparents of the present generation.

In doing this, commerce requires the wonderful new power which the mere trader never possessed. That power with its skill, thought, resources and judgment, virile energy, largeness of mental growth and equipment, combined with a creative force that accomplishes things, is called advertising.

I have previously defined advertising as "influencing the minds of people. It is making others think as you desire. It means utilizing all those forces which produce impressions and crystallize opinions. It is the creating of prestige—that quality which causes others to accept a statement without question."

The merchant who, through his idea of what will please the popular taste, makes his calculations, giving orders to manufacturers for six months to a year in advance, requires great foresight and intimate knowledge of the fickleness of taste. Yet he does not possess the positive force that advertising, when studied and skillfully employed, will give

him in his business. He only deals with conditions as he finds them. There is no effort to create conditions, but simply a shrewd adaptation to existing circumstances.

Advertising rests on the supremacy of commerce. It requires stable business conditions for its existence and development. It is, therefore, a higher form of mental activity than the successful exercise of ordinary commercial transactions because it goes farther, in demanding not only the power to successfully cope with commercial problems, but an added ability to influence the human mind. Advertising will produce active desire where none or, at least, only that of a latent kind existed before. Advertising, by employing the powerful mental forces which psychologists call suggestion, can create well defined habits among the people which an alert commercial mind will utilize to build up and foster a business.

A thoroughly equipped advertising man must, then, know something of the fundamental conditions which underlie commerce. For instance, credit being an essential feature of commerce, rests upon absolute integrity and a rigid adherence to well defined principles. Advertising also without the fundamental principles which are necessary to commerce is no more advertising than is love the mawkish sentiment which some novels depict, the love which founds and maintains homes where the wife and mother are cherished objects.

There are people who call the displaying of words in newspapers advertising. Such individuals would be apt to consider the clerk who mechanically hands out a cake of soap to a customer, a merchant.

Advertising is not the spending of money in magazine, newspaper, street car or outdoor space, but the accomplishment of a definite purpose, which is the influencing of human minds and actions. The many complex conditions which enter into the practical execution of plans for advertising can only be briefly discussed within our time limit. Two sharp distinctions, however, appear when we attempt to consider as to whether an article may be profitably advertised or not.

Raw materials which are purchased in large quantities and enter into the manufacture of other articles in which the identity and knowledge of the source of supply of the component parts are lost cannot be advertised at the large expense which successfully attends articles of small retail value sold in packages and capable of being used in almost every family.

Raw materials are purchased usually by expert buyers, who usually weigh, measure and consider, after themselves carefully exploring the markets. All that advertising at its best can do here is to show how goods offered for sale can be utilized by the purchaser to his profit and thereby increase the demand for a certain article or by constantly showing the superior qualities of the goods offered secure a preference at the same price over competing goods or a slight increase in profit. As in selling such goods the number of possible customers is known, and usually easily ac-

cessible to a salesman, it is my firm conviction that the salesman, when he embodies knowledge, loyalty and character, is himself the best form of advertising where his services are available.

There are, however, salesmen and people who are called salesmen. A man directing a large business in which certain principles are rigidly maintained should see to it that his customers feel the value of these principles. Hence, some form of concerted, regular, definite communication in the form of printed matter between the moving spirit of the organization and the customers is always to be recommended.

It is for promoting the wider sale of such articles as iron, wheat, corn, raw cotton and lumber, which cannot be advertised like soap, breakfast foods, fruits and brands of clothing and house furnishings, that the establishment of the department of commerce by the United States Government should be earnestly urged. The man who presides over this department should be a deep student of advertising and trained in the practical expression of advertising principles. The census reports today are invaluable aids to the general advertiser, and the more extensively the gathering of accurate data can be done by the Government the better it is for commerce and its higher form of activity, which is advertising.

It is in exploiting and selling articles of every day use to the average family that modern methods of advertising have reached the highest development. An able statistician claims that of the 13,000,000 families in the United States but five per cent have incomes exceeding \$3,000 a year, counting both the proceeds of invested capital and the earnings of the entire family. When thought is given to the number of articles that can be bought only by families having an income of \$3,000, and we remember that only five per cent of the population represents possible purchasers, the problem of the advertiser is to so spend the money that he has appropriated that he will reach as nearly as possible only the class to which his goods will appeal. In such a case a magazine of national circulation might have less waste circulation than a local paper reaching the masses. The statistician we have referred to claims that over one-third of all the American families live on less than \$400 a year and that over one-half live on less than \$600 annually. Thus it is plain that an article which sells just as freely in the family of small means as in that of larger runs less danger of being exploited in publications where there would be waste. It may also explain why the largest successes in advertising are in those things of small retail value which are in reach of the masses. Desire may be created for the ownership of an automobile in the mind of a man with a family of six children who has less than \$600 annually to live on, but that desire is not likely to make the advertising spent to create it in his mind very profitable to the advertiser. On the other hand, a shoe-shining outfit might bring good returns in a publication read by people of small incomes which would most likely result in abso-

lute failure if offered to the readers of magazines like *Harper's* and *Century*.

With 22,000 publications in the United States and many thousands of street cars, billboards and dead walls constantly offered to the man who has money to spend in advertising, there is ample opportunity for choice and discrimination.

As many well-dressed, persuasive gentlemen are abroad in the land who are very industrious in proclaiming the virtues of the special advertising mediums they represent, it looks as if some training for the purchasing of space would be desirable if efficient results were to follow.

Advertising is too frequently viewed superficially. Very few men who are known as advertising men have ever gone deeper than to note certain phenomena and blindly assert that history will repeat itself. An analysis of cause and effect, conditions and the character of the forces engaged in changing them is seldom attempted. These men are gamblers in every sense of the word, and they speak of advertising effort as "playing the game."

Very few publishers understand the value of the advertising space that they produce. It is pitiful to see the ignorance shown on this subject. Too many fail to see the professional side of the subject, and they view the space as merchandise to be sold to whomsoever comes at whatever price the market will permit. Some advance so far as to say they will make a fixed price in order to produce stability of value and let the matter rest there. A very few study out the possibilities of service that they are able to render others and by systematic effort develop and maintain an advertising constituency so harmonious to the policy of the publication that the advertisements become of great value to the readers because they are adapted to their tastes, requirements and conditions. Advertising is not material substance. It is service. To be sure, space is sold in magazines, newspapers, street cars and on billboards, but the true advertiser and advertising man never forgets that the space is subservient to the service to be rendered. Ideas are paramount. The purpose of the effort should be clear and definite and kept constantly in mind during the planning and execution of the details by which it is to be realized. Space, type, words and pictures are only tools the master workman uses to express an idea. The finished result of the expert work of the advertiser is not a material substance which can be seen with eyes or touched with hands, but a definite, positive impression on many human minds which is shown by the voluntary purchase of goods the advertiser wants to sell. The mastery of mind over mind is the real test of greatness. The power of Alexander, Julius Caesar, Washington and Napoleon was not physical. It was the rare quality of causing others to think as they desired. No man ever succeeded as an advertiser that did not possess this faculty. No man was ever a success in anything without a fair degree of it. The field for good men in advertising is wide. There is little danger of it being overdone. There is room at the top.

We read that Benjamin Franklin's

prospective mother-in-law objected to him on the ground that he was engaged in a business already overdone. He had just started to publish a newspaper when there were three others established in this country.

The last issue of the American Newspaper Directory shows 21,844 publications regularly issued in the United States.

Color work has made wonderful progress, and scientific men are already beginning to explain why colors in certain combinations seem to have greater powers of attraction than others.

Right here it might be wise to say that advertising does not consist in merely attracting attention. A man could go to his business with a dress suit and a red necktie. He would sacrifice the potent force of dignity. A bull fight on the campus of this university, if authorized and conducted by President Harper, would give him and this great institution more free publicity all over the world than any great scientific discovery that could be announced.

Advertising must secure attention, but it must come from the right kind of people and in a way that produces respect for the article advertised. Hence, all possible knowledge of the human mind, its mysterious and subtle manifestations and the influence of affirmation, argument, color, suggestion or an appeal to the imagination must enter into the deliberations of the mind that plans and executes an advertising campaign.

Let us imagine for an instant that a man had never shaved himself or knew that such a thing could be done. After seeing a razor skillfully manipulated, suppose he should try it on himself with one of those so-called knives his wife keeps in the kitchen? Would he be competent to say that his face was different and that shaving was not adapted to his peculiar condition?

These illustrations are no more overdrawn than the notions some people have about advertising. This, of course, is due to a lack of accurate observation and analysis of the fundamental principles on which its operations are conducted.

THE AGE OF SPECIALIZATION.

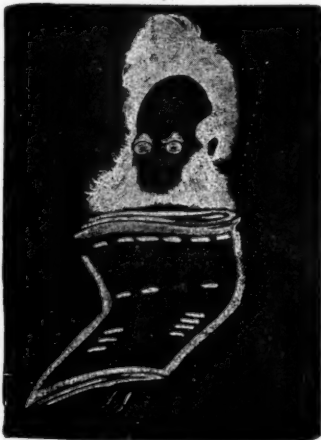
Publishers are slowly evolving an individuality in publications which is commendable and decidedly profitable from the advertiser's standpoint. Our great daily publications are building up individuality as never before. This is due to special correspondence and special writers. The Associated Press and the Publishers' Press tend to obliterate individuality in papers. Only as each paper is strong enough to maintain a distinct service of news of its own of marked excellence is this level of the common mass of papers broken. As yet the general public is not sufficiently careful or discriminating in its reading to give the impetus needed to this greater development of modern journalism. When it does, the advertiser will have to consider with even more care than at present the question of duplication by the use of different papers.—Charles H. Bergstresser, *Wall Street Journal*.

THE VALUE OF AUTOGRAPH SIGNATURES.

An excellent method of individualizing advertising is yet but little employed. It is gradually winning its way into favor, and it is possible that it may come into general use. This is the insertion in an ad of the autograph signature of the individual or firm advertising.

That this use of a signature is valuable is now beginning to be acknowledged by some of the large advertisers of the country in their occasional employment of it. One of the reasons why such use of an autograph signature is valuable is the very fact that it is yet but comparatively little used. A plain, bold, yet naturally written signature at once distinguishes an ad from all surrounding matter. It helps to individualize the ad; to bring it out distinct and separate from its neighbors. Good illustrations and special series of types, borders, etc., have their value, and yet on account of the unavoidable similarity in type faces, and the difficulty in obtaining really striking illustrations, these elements cannot do all that might be done to make the ad attractive. Because of its very uniqueness an autograph signature causes the ad to make a greater and more lasting impression on the mind of the reader than it could otherwise do.

An autograph signature tends to make the ad personal in its nature. Shrewd business men cultivate a special signature, plain and legible, as a valuable protection in business transactions. Every signature is a special, personal production, indicative in many respects of the ability, character and personality of the writer. By seeing one's signature, yet without meeting the person, we know more of the individual than we otherwise could. It tells us something of the writer, and makes the public announcement seem more personal, and less formal, in its nature.



AN OLD SUBSCRIBER.

**"THE VALUE OF A THOUGHT
CANNOT BE TOLD."**

The century opens with strange innovations. The man who thinks is to the front in every line of work. There is no longer conservatism in the sense that was understood by the very respectable persons who, for the greater part of the nineteenth century, not only refused to apply reason to the conditions of life, but viewed with great disfavor any one who did. To-day the man who allows his mind to be free from prejudice—who seeks the truth, who measures every condition and combination by the exercise of intellect—is taking charge in every vocation of life. To follow old methods means mediocrity. There is scarcely a man prominent in business life to-day who does not owe his advancement to his courage in breaking away from the old and his ability to reason out actual conditions regardless of accepted traditions. From hour to hour we hear the crash of edifices built upon the stupidity and pride of centuries. This is to be pre-eminent in the century of innovation. The time has come when a real, virile, clean-cut idea is all-powerful.—*John Brisben Walker, in Cosmopolitan.*

LET your advertisement be written to serve some well defined end—then concentrate your energies on it with that end in view.—*White's Sayings.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

MAINE.

F. A. STUART, of Marshall, Mich., says: "In six years I worked up a business from nothing to nearly a million a year, using daily papers exclusively. Weeklies are too slow for me." In Rockland, Me., the STAR is the only daily.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News.*

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

Displayed Advertisements.

Must be handed in one week in advance.

CONSULT

Gordon & Gotch
On British and Foreign Advertising.
St. Bride St., London, Eng. Founded 1853.

THE MANILA FREEDOM

LARGEST CIRCULATION
BEST ADVERTISING IN
THE ORIENT.

MANILA, P. I.

Profitable Advertising

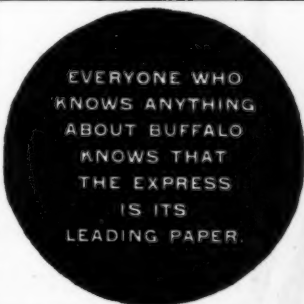
offers a sample copy of itself for five 2-cent stamps with the lively hope and constantly repeated result of securing yearly subscribers at \$2.00 each. If you should send for such copy and fail to conclude that it would be likely to furnish your advertising man with 17 cents' worth of help each month, you will not subscribe—certainly not.
PROFITABLE ADVERTISING, 140
Boylston Street, Boston.

To The Literary Editor

PLEASE communicate with us before making any selection of fiction stories or special articles for publication. We have copyrighted material by the most celebrated authors and can supply all kinds of fiction and special articles on almost any subject. Correspondence respectfully solicited.

**Street & Smith Newspaper
Syndicate,**

238 WILLIAM ST., NEW YORK.



LOCAL NEWSPAPER PUBLISHERS

can easily increase their advertising. Send for our free advertising plate proposition. P. O. Box 576, Meriden, Conn.

RIPANS

I suffered untold misery for a period of over five years with a case of chronic dyspepsia. I would rise in the morning feeling draggy, miserable and unfit for work. For weeks I would be unable to eat one good meal. After eating I would swell and the oppression would almost drive me crazy. At times I would be troubled with spells of dizziness. Constant worry reduced my weight until I was a shadow of my former self. I have been taking Ripans Tabules now for two months and am almost cured. My old symptoms have disappeared. I have gained in weight over twelve pounds.

At druggists.

The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.



Contract and Expand

You contract with us to expand your business—and we can do it. The amount of advertising carried shows that the results are there. Shrewd advertisers of national reputation are not spending their money foolishly. You see them all in the

Chester Times

year in and year out.

Guaranteed circ'n over 7,500 copies daily. A sworn statement if you wish it.

Wallace & Sproul, Pubs., Chester, Pa.
NEW YORK REPRESENTATIVE
F. R. NORTHRUP, 220 Broadway.

The Memphis Evening Scimitar

THE EVENING PAPER OF MEMPHIS

Guaranteeing, by sworn statement, a daily average circulation of 17,040. Is the only afternoon paper published in Memphis, a city of over 102,000 population; eleven trunk lines of railroads, and situated on the bank of the Mississippi River, thus makes Memphis the distributing point for the Southwest and an excellent advertising field.

FOR ADVERTISING RATES ADDRESS

41 TIMES BUILDING
NEW YORK

R. A. Craig

87 WASHINGTON ST.
CHICAGO

TRENTON TIMES

TRENTON, N. J.

CIRCULATION:

Year, 1900.....	8,334
1901.....	10,841
	30% increase.
January, 1900.....	6,264
" 1901.....	9,184
" 1902.....	12,666
	38% increase in one year.
	102% increase in two years.

Usurps the field of all New York, Philadelphia and local papers. Larger circulation in New Jersey than any morning paper whatever, and than any evening paper south of Jersey City. Covers over thirty-five towns in Delaware River Valley and Central New Jersey.

EV'RY MONTH

Ev'ryMonth Pub.Co.
1123 Broadway, N. Y.

The handsomest Musical Magazine published, is giving advertisers as good returns (in proportion to its circulation—54,000) as any magazine published.

A well-written, neatly displayed advertisement or booklet is a finger-post on the thoroughfare of business, ever pointing the way-farer to your place of business.

We will write your advertisement, booklet or circular, will have it illustrated if necessary, will set the type and print it. Some of the best advertisers in the land leave such matters entirely to us. Or we will do any part of the work here mentioned. Write and tell us about what you have in mind. Address

**Send for a sample
of our Large
Postal Card for
advertising purposes**

**PRINTERS' INK
PRESS 10 Spruce St.
NEW YORK**

The Evening Journal

JERSEY CITY, N. J.

Truth wears best, and THE EVENING JOURNAL has always honestly stated the facts and finds that its course has commanded confidence and business.

AVERAGE DAILY CIRCULATION:

1897	1898	
14,743	14,890	
1899	1900	1901
14,486	15,106	15,891
Last 3 mos. 1901	January, 1902	
16,411	16,637	

A "HOME" AND NOT A
"STREET" CIRCULATION.

No Nonsense

about our work or our
methods. Our clients succeed
because they use

Right Ads

in the

Right Papers

at the

Right Times

costing only

Right Prices

The great successes come from

Effective Publicity

Pettingill & Co.

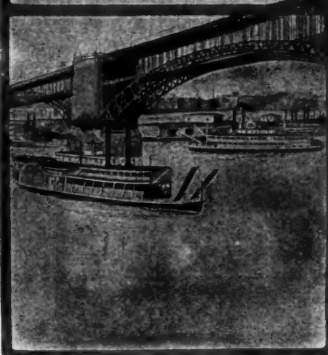
NEW YORK

BOSTON

120 BROADWAY

22 SCHOOL ST

AINSLEE'S MAGAZINE



APRIL AINSLEES
10c. Everywhere

Along the Mississippi

Divorce and the Family

By Rev. P. S. GRANT

The Brass Band

Other Articles

— and —

Six Strong Stories

THE MOST READ-
ABLE MAGAZINE
PUBLISHED

Additional Special Editions of Printers' Ink

1. To Foreign Consuls and Legations
PRESS-DAY, APRIL 2
2. To Young Men's Christian Associations
PRESS-DAY, APRIL 9
3. To all Daily Newspapers in the
United States and Canada
PRESS-DAY, APRIL 23
4. To all Newspapers printing 1,000
Copies or more
PRESS-DAY, APRIL 30
5. To all Members of the Association
of American Advertisers
PRESS-DAY, MAY 7
6. To all Members of American News-
paper Publishers' Association
PRESS-DAY, MAY 14
7. To all Members of the Proprietary
Association of America
PRESS-DAY, MAY 21

THE primary purpose of these Sample Copy Editions is to induce new subscribers and additional advertising patronage for PRINTERS' INK, the little Schoolmaster in the Art of Advertising. The special issues of PRINTERS' INK can be used by the high-grade and first-class advertising medium, for each issue reaches a desirable class of probable patrons.

The latest day for each issue is as stated. Every attention will be given to advertisements in the matter of typesetting. The advertiser who sends order and copy by return mail will be sure of attention.

Five per cent discount for cash in full payment with order.

The advertiser who must have a special position for his announcement is reminded that PRINTERS' INK is a small paper and special positions are scarce. Twenty-five per cent additional will be charged for special position if granted.

Address orders to

PPRINTERS' INK
10 Spruce St., New York

LARGE ORDERS

from the small cities, towns, villages, mining camps and farms are a matter of course to the mail-order advertiser.

These people have found that it doesn't pay to patronize the local merchants, and the mail-order advertiser gets big orders from them constantly, particularly when they are as prosperous as they are at present.

The mail-order business is getting to be something tremendous, and a part of it belongs to you. The only way to get it is through the mail-order papers, and ours are the best in the world. Here they are:

	CIRCULATION
Metropolitan and Rural Home,	- 500,000
The Paragon Monthly,	- - 400,000
The Gentlewoman,	- - 400,000
The Home Monthly,	- . 400,000
Park's Floral Magazine,	- - 350,000
Total,	2,050,000

These are the papers that are building up the enormous mail-order business you read about. You ought to get in line for your share, and now is the time to begin.

THE C. E. ELLIS COMPANY,

713-718 Temple Court Building, New York.

112-114 Dearborn Street, Chicago, Ill.



300



Special Carriers!

Five years ago the Philadelphia ITEM determined to establish their great circulation on a more permanent basis. To this end they laid the city out in Districts and appointed carriers to cover them. This resulted in Three Hundred (300) Special Carriers, who serve the EVENING ITEM and the SUNDAY ITEM *exclusively*. There are about Two Hundred other carriers who serve all the papers, but who, also, serve the ITEM, Daily and Sunday. Then many of the news-stands and cigar stores serve customers in their immediate neighborhoods, so that the system is now very general and almost as perfect as is possible.

Of course, this hurts the sale by boys, but that, experience proves, is most unsatisfactory. Boys sell when they feel like it, or when their mothers can spare them. They rarely sell in bad weather. *Carriers serve under all conditions.* Our Fifty Wagons and News Carts supply them, so their work is easy, rapid and most satisfactory. That is the reason the Philadelphia ITEM gains steadily in readers—we reach the Home Circle, and we do it every day in the week, *rain or shine!*

Evening 180,000
Item
Sunday 190,000

THE S. C. BECKWITH SPECIAL AGENCY,

Sole Agents Foreign Advertising

Tribune Building
New York

The Rookery
Chicago

ALL

advertisers who desire to
cover the Chicago field
must

USE

the paper that is read in the
homes of the people,

**The
Chronicle**

It covers Illinois, Wisconsin,
Iowa, Northern Indiana
and Southern Michigan.

Friends Galore

YOU ask where we saw your advertisement? where did we first hear of the bold and adventurous Christopher Columbus? When did we first gain knowledge of any of the world's celebrities? Countless as the stars in heaven's vault are the sons of men who tell the old, old story of JONSON and his high-grade low-priced Inks. Ask us when first we saw blazoned on the roofs and rocks that "Hood's Cures," or when first we learned that children cry for the kind you have always bought? Ask us—but what's the use? The mist of years obscures the WHERE but the bright Inks and the low prices are forever in front of us. Ask us something easy.

H. BURNS TRUNDLE,
TRUNDLE ADVERTISING AGENCY, ATLANTA, GA.

During the past eight years I have kept my name constantly before the printers and my prices always appeared in the boldest type. I have been successful in selling over eight thousand of them, but there are many more thousands who think my rules of cash in advance too tyrannical, and prefer to pay double my prices for the privilege of taking thirty or sixty days' time on a bill of goods.

If I were to sell on credit and make one or two bad debts, it would put me out of business in short order.

Since the first of this year I have secured 175 new customers, which is quite a record, considering that I never employed an agent or issued a specimen book or filled an order, unless I had the money in hand. I guarantee to match any shade or grade of ink that was ever manufactured. When my goods are not found satisfactory I cheerfully buy them back and pay all transportation charges.

SEND FOR MY PRICE LIST OF NEWS AND JOB INKS.

.. ADDRESS ..

Printers Ink Jonson

17 Spruce Street, New York

The Want Columns

of a newspaper are the surest indication of its value as an advertising medium, for the Want Ad shows the direct results from each advertisement. The general public are the Want advertisers and their lead may be followed with profit by other advertisers.

The Philadelphia Inquirer

IS PHILADELPHIA'S GREAT WANT DIRECTORY

It prints many more pages of Want Ads every Sunday than any other newspaper in Philadelphia.

And it prints more Want Ads every weekday than all the other newspapers combined.

Advertisements in the Inquirer are read by the people. That is the reason THE PEOPLE advertise in the Inquirer.



THE PHILADELPHIA INQUIRER

1109 Market St., Phila., Pa.

NEW YORK OFFICE
Tribune Building

CHICAGO OFFICE
Stock Exchange Building

